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Ally launches "Four Weeks To Get Wise" challenge for consumers during Financial Literacy Month

Tips and videos throughout April will help consumers #GetWise about their finances

DETROIT, March 25, 2014 -- Ally Financial is challenging consumers to "Get Wise" about financial literacy this April with the start of its "Four Weeks to Get Wise" financial literacy initiative. Launched in connection with Financial Literacy Month and Wallet Wise, Ally's free, financial literacy curriculum, "Four Weeks to Get Wise" aims to educate consumers about the basics of financial literacy. Mastering these basics can help consumers reach their financial goals.

To help consumers "Get Wise," Ally will provide weekly financial literacy tips and videos on Twitter and YouTube throughout the month of April, focusing on topics including credit, budgeting, banking and auto finance. Ally advances financial literacy education year-round through its Wallet Wise program, which provides free in-person and online courses for consumers, as well as an online quiz to test financial literacy knowledge.

Results from Ally's Wallet Wise quiz have recently shown that consumers across the U.S. have an average understanding of financial literacy basics, but could use some help on certain topics, such as what factors affect credit and budgeting.

"Financial Literacy Month is the perfect time for consumers to refresh their financial literacy knowledge and learn a few new things as well," said Gina Proia, Ally chief communications officer and head of Community Relations. "Our 'Get Wise' tips are an easy way to get consumers to start thinking about their financial goals, and our Wallet Wise curriculum provides the tools to remain on track throughout the year."

Ally will kick-off the "Get Wise" initiative with tips about credit on April 1. Consumers can follow Ally on Twitter at @Ally for weekly tips and videos and use the hashtag #GetWise.

In addition, Ally will also be hosting more than 35 Wallet Wise financial literacy sessions throughout April in various markets across the country. For more information and to take the financial literacy quiz, visit the Ally Wallet Wise website at www.allywalletwise.com.

About Ally Financial Inc.

Ally Financial Inc. is a leading automotive financial services company powered by a top direct banking franchise. Ally's automotive services business offers a full suite of financing products and services, including new and used vehicle inventory and consumer financing, leasing, inventory insurance, commercial loans and vehicle remarketing services. Ally Bank, the company's direct banking subsidiary and member FDIC, offers an array of deposit products, including certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking. Ally's Commercial Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately \$151.2 billion in assets as of Dec. 31, 2013, Ally operates as a financial holding company. For more information, visit the Ally media site at <http://media.ally.com> or follow Ally on Twitter: @Ally.

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