

Ally Products and Resources Receive Six Stevie Awards for Sales & Customer Service

MIDVALE, Utah, Feb. 27, 2017 -

Highlights:

- Ally Bank's Virtual Documents program suite received a Gold Stevie Award for Best Use of Technology in Customer Service – Banking, and a Silver Stevie Award for e-Commerce Customer Service – Banking, Business Services & Insurance
- 'Saving with Us' Ally Lifesaver Webpages received a Gold Stevie Award for e-Commerce Customer Service – Banking, Business Services & Insurance, and a Bronze Stevie Award for Relationship Management Solution - New
- The Ally CashBack Credit Card calculator received Bronze Stevie Awards for Innovation in Customer Service – Financial Services Industries, and Marketing Solution - New



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Ally Financial Inc., (NYSE: ALLY) was presented with two Gold, one Silver, and three Bronze Stevie® Awards at the eleventh annual Stevie Awards for Sales & Customer Service ceremony held in Las Vegas on Feb. 24, 2017. Ally was recognized for projects implemented in 2016 at its direct banking subsidiary, Ally Bank.

The Stevie Awards for Sales & Customer Service are the world's top honors for customer service, contact center, business development and sales professionals. The Stevie Awards organizes several of the world's leading business awards programs including the prestigious American Business AwardsSM and International Business AwardsSM.

"We're proud to receive these awards which reinforce our reputation for, and commitment to, finding innovative solutions that 'Do It Right' for our customers," said Diane Morais, chief executive officer and president of the Ally Bank subsidiary. "These types of digital financial services help us attract customers and have facilitated our double-digit retail deposit growth each year since the bank was launched in 2009."

Ally CashBack Credit Card rewards calculator

Ally features the CashBack Credit Card calculator on its [credit card product information page](#) to underscore the value of the additional ten percent bonus if cash back rewards are redeemed into an Ally Bank non-IRA Online Savings, Interest Checking or Money Market Account. Using the tool, consumers can plug in the amount of gas, groceries and other purchases they anticipate purchasing with the Ally CashBack Credit Card to not only see their estimated total annual cash back, but also see a breakout of how much the 10 percent bonus cash would comprise of the total. The Ally CashBack Credit Card is issued by TD Bank N.A.

'Saving with Us' Ally Lifesaver Webpages

Late in 2016, Ally Bank introduced a series of tools and content focused on helping consumers establish savings priorities and develop a strategy for their financial health through various life stages. The 'Saving with Us' Lifesaver resource is found on <https://www.ally.com/life> and currently features three categories, starting out with beginning to save and progressing through plans to meet the needs of families and ultimately retirement. The site contains information, tools and savings options customized for specific milestones and events that emphasize priorities a customer might consider to reach their savings goals.

Virtual Documents

Ally's Virtual Documents program suite was created to allow customers to perform a number of tasks online including the ability to provide supporting identity information for general account opening and complete electronic funds transfer disputes and other transactional disputes online. A redesign to the layout of the forms library makes it easy and intuitive to upload those documents back to Ally Bank and clearly highlights for customers which functions they could do simply, quickly and efficiently online.

More than 75 members of several specialized judging committees determined the Gold, Silver and Bronze Stevie Award placements from among the finalists during final judging earlier this month. Finalists were determined by another 77 judges.

"The Stevie Awards for Sales & Customer Service continues to be among the most competitive and fastest-growing of our

awards programs," said Michael Gallagher, founder and president of the Stevie Awards. "The growth of the program illustrates the importance of the functions highlighted – sales, business development and customer service – to successful enterprises of all types, and how integral recognition in these domains are to building and maintaining corporate reputations."

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at www.StevieAwards.com/sales.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company and a top 25 U.S. financial holding company offering financial products for consumers, businesses, automotive dealers and corporate clients. Ally's legacy dates back to 1919, and the company was redesigned in 2009 with a distinctive brand, innovative approach and relentless focus on its customers. Ally has an award-winning online bank (Ally Bank Member FDIC), one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing digital wealth management and online brokerage platform, and a trusted corporate finance business offering capital for equity sponsors and middle-market companies.

The company had approximately \$163.7 billion in assets as of Dec. 31, 2016. For more information, visit the Ally press room at <http://media.ally.com> or follow Ally on Twitter: @AllyFinancial.

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