

Check Your Dollars: Ally's "Hardest Working Dollars" Offer Consumers a Chance to Turn \$1 into \$100, \$5,000 or \$10,000

National Campaign Aims to Focus Americans' Attention on Making Every Dollar Work Harder

DETROIT, June 6, 2017 -- Following the recent launch of Ally Invest, which offers low-cost investing products alongside great savings rates offered by Ally Bank, Ally today announced it is circulating thousands of "Hardest Working Dollars" around the United States to underscore its commitment to be "home of the hardest working dollar."

Beginning today, Ally is putting 7,500 real U.S. \$1 bills into circulation in 15 cities nationwide. The bills will be spent at local establishments, such as convenience stores, coffee shops and gas stations, where cash is widely used. Consumers can check their \$1 bills at AllyHardestWorkingDollar.com to see if they are eligible to win \$100, \$5,000 or \$10,000. Remember, cash travels fast, so the bills could be found anywhere.

"We believe being an ally for our customers' financial well-being means encouraging them to focus on the products and services that will improve their financial lives for the long run," said Diane Morais, president of Consumer & Commercial Banking Products at Ally Bank. "By saving at a higher rate of interest, using a cash-back credit card and investing with affordable fees, people have the opportunity to make their dollars work harder. This awareness campaign is meant to get consumers looking at the dollars and thinking: could their hard-earned dollars be working even harder for them?"

The Hardest Working Dollar campaign will launch in three different cities each week over a five-week period.

- Tuesday, June 6 – New York City & San Francisco
- Thursday, June 8 – Cleveland
- Monday, June 12 – Detroit
- Wednesday, June 14 – Seattle
- Thursday, June 15 – Boston
- Monday, June 19 – Philadelphia & Portland, OR
- Thursday, June 22 – Dallas
- Monday, June 26 – Phoenix
- Thursday, June 29 – St. Louis
- Friday, June 30 – Charlotte
- Monday, July 3 – Atlanta & Salt Lake City
- Thursday, July 6 – Market to be determined by popular demand

The 15th and final city will be selected by popular consumer demand via Ally social channels. Consumers can ask Ally to bring the Hardest Working Dollar campaign to their city by visiting Ally on Facebook and Twitter and using the hashtag #HardestWorkingDollar. Watch this video for more about the [program](#).

"The Hardest Working Dollar campaign is a continuation of our efforts to 'Do It Right' for our customers and all consumers by encouraging them to think about their money differently," said Ally Chief Marketing and Public Relations Officer Andrea Brimmer. "We launched Splurge Alert last spring to give our customers a way to take a moment and ask themselves 'Do I really want to spend on this item right now?' Then last fall we created the Lucky Penny program to invite people to think about how every penny counts. It's all aimed at the same goal of helping our customers make the most of their financial futures, down to each penny and dollar."

For more information about the campaign, including prize periods, rules and eligibility, visit AllyHardestWorkingDollar.com and follow the hashtag #HardestWorkingDollar on Twitter and Facebook. The sweepstakes concludes July 31, 2017.

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, Equal Housing Lender) offering deposits, credit card and home loan products, one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing 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 \$162.1 billion in assets as of Mar. 31, 2017. For more information, visit the Ally press room at <http://media.ally.com>.

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