Ally Honored as Key Strategic Partner by Money Smart Week® Michigan Coalition

DETROIT, July 28, 2017 /PRNewswire/ -- The Money Smart Week Michigan Coalition named Ally Financial (NYSE: ALLY), a leadin provider of digital financial services, as a 2017 Strategic Partner in an awards ceremony yesterday in Detroit. Ally was recognized for its long-standing commitment and participation in Money Smart Week, a national public awareness campaign coordinated by the Federal Reserve Bank of Chicago to help individuals and families better manage their personal finances.

"Ally is committed to helping consumers build healthy habits when it comes to their personal finances and participating in Money Smart Week has been a great way to connect with local communities and put this goal into action," said Alison Summerville, Ally business administration executive and head of corporate citizenship. "With online and in-person courses in budgeting, credit, auto finance, banking and investing, the Ally Wallet Wise program makes helpful financial information more easily accessible for consumers of all ages."

Ally held 18 Ally Wallet Wise financial literacy classes in Detroit during Money Smart Week in 2017. The Ally Wallet Wise program has provided more than 102,000 consumers with basic financial education since 2011.

"Ally's support has been invaluable to helping the Money Smart Week Michigan campaign educate the public about managing their personal finances," said Kelly Masters, chair of Money Smart Week Michigan. "Since 2004, Ally has provided free financial education to thousands of residents across the state, making a difference in the lives of many people."

This year Ally's support helped Money Smart Week Michigan launch its inaugural Money Smart Kids Magic Shows. Nearly 5,000 Metro Detroit students participated in the magic shows featuring funnyman, Joel Tacey who educated and entertained students by teaching basic financial concepts using humor and slight-of-hand.

Students attending the shows also received a copy of Ally's children's book, "Planet Zeee and the Money Tree". The book uses a fun and futuristic storyline to teach money skills and concepts to kids ages 6-10.

Throughout April, which is designated as Financial Literacy Month, Ally took a grassroots approach to introduce the book to families with children, mobilizing groups of employee volunteers to read to kids across the country. Ally employees held 56 "Planet Zeee and the Money Tree" reading events in April reading to nearly 6,000 students in Detroit.

In 2017, Ally also co-chaired the planning team for Money Smart Week in North Carolina with the North Carolina Council on Economic Education (NCCEE). In addition, Ally donated 5,000 copies of "Planet Zeee and the Money Tree" and had employees read the book to children.

About Money Smart Week
Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated efforts of hundreds o organizations across the country. Programming is offered to all demographics and income levels and covers all facets of personal finance.

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 offerin 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 and Equal Housing Lender), 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 $164.3 billion in assets as of June 30, 2017. For more information, visit the Ally press room at https://media.ally.com or follow Ally on Twitter: @AllyFinancial.

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