

Ally Bank Launches Voice-Command Banking Capabilities with New Ally Skill(SM) for Amazon Alexa

Capabilities Include Managing Everyday Banking Needs and a Unique Feature that Translates the Cost of a Purchase into Equivalent Number of Working Hours

SANDY, Utah, Nov. 14, 2017 /PRNewswire/ -- Ally Bank today announced the launch of the Ally SkillSM for Alexa providing customers a quick and easy way to access and manage their Ally Bank accounts using an Amazon[®] Alexa-enabled device.

The Ally Skill functionality further simplifies everyday banking tasks such as checking account balances, tracking recent transactions and deposits, transferring money, and accessing deposit product interest rates. The new skill is available to Ally Bank's deposit customers with Alexa-enabled devices such as the Amazon Echo and Echo Dot products.

"In today's fast-paced, technology-driven world, our customers are looking for easier, individualized ways to manage their banking needs, which is why we are so excited to be working with Amazon to launch the Ally Skill," said Diane Morais, president of Consumer and Commercial Banking Products at Ally Bank. "Amazon's Alexa has stayed at the forefront when it comes to leveraging innovative technology, and through this skill we're continuing to do right by our customers by giving them the freedom to bank on their own terms."

The Ally Skill also has CurrenSeeSM, a custom feature that helps consumers make more informed purchase decisions. CurrenSee converts the price of any item a customer plans to buy into the number of working hours it will take to earn the amount. To use the capability, customers simply tell Alexa the price of any item, their annual income and the average hours worked each week. For instance:

- User: "Alexa, open Ally and tell me how much a \$1,000 bike will cost in CurrenSee?"
- Alexa: "Okay. How much do you make in a year?"
- User: "\$75,000."
- Alexa: "Thanks. How many hours do you work in a week?"
- User: "40 hours."
- Alexa: "Okay a \$1,000 bike will cost you 27.73 hours of work."

Click [here](#) to view a video of the Ally Skill.

Ally Bank was one of the first banks to deliver a more intuitive and personalized banking experience using an artificial intelligence-powered voice service with the launch of Ally AssistSM in 2015. Available in the Ally Mobile app for iPhone[®], Ally Assist responds to customer inquiries and also has the ability to predict customer needs by analyzing accounts and transactions to present context-aware topics and messages to customers.

Along with the Ally Skill, the bank also introduced two other enhancements for deposits customers: Face ID[®] and "Send Money with Zelle[®]". Face ID provides a quick, secure way for customers with an iPhone[®] X to access their accounts, and Send Money with Zelle[®] is a fast, easy and safe option for its 1.3 million bank customers to send money to almost anyone who has a bank account in the U.S., using Ally Online Banking or the mobile app.

"Ally is committed to integrating new technologies into our offerings to improve the overall customer experience at Ally Bank. We are excited to take this to the next level with the launch of the Ally Skill, Face ID and Send Money with Zelle[®]," said Morais.

Ally Bank customers must enable the Ally Skill in the Alexa app, and link their Ally Bank accounts. In addition, customers can choose to have their voice passcode enabled for every interaction with the Ally Skill for additional security. For more information about Ally's Alexa Skill, visit www.ally.com/alex.

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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 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 \$164.0 billion in assets as of September 30, 2017. For more information, visit the Ally press room at <https://media.ally.com> or follow Ally on Twitter: [@AllyFinancial](https://twitter.com/AllyFinancial).

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