

Ally Bank Receives a Gold Award for Ally Card Controls™ and Two Silver Awards for the Ally Skill(SM) in Annual Stevie® Awards for Sales & Customer Service

SANDY, Utah, Feb. 26, 2018 --- Ally Bank, the online banking subsidiary of Ally Financial Inc., (NYSE: ALLY) was presented with one Gold and two Silver Stevie® Awards at the twelfth annual Stevie Awards for Sales & Customer Service ceremony held in Las Vegas on Feb. 23, 2018. The bank was recognized for using technology to improve customer service in launching two new innovations, the Ally Card Controls app and the Ally Skill for Amazon Alexa.

More than 2,500 nominations from organizations of all sizes and in virtually every industry were evaluated in this year's competition. Winners were determined by the average scores of more than 150 professionals worldwide in seven specialized judging committees.

"As an online bank, being nimble in today's technology-driven market is critical to customer satisfaction and is something that continues to drive Ally's product offerings," said Diane Morais, president of Consumer and Commercial Banking Products at Ally Bank. "Features and innovations such as Ally Card Controls and the Ally Skill ensure that we meet our customers' needs and provide them with the tools to make smarter, more calculated financial decisions. We are gratified to have our efforts recognized by the judges in the Stevie Awards for Sales & Customer Service."

Ally Card Controls

The Ally Card Controls app received a Gold e-Commerce Customer Service Award - Financial Services. The service, launched in March 2017, was designed to give customers more control of their Ally Bank debit card by accessing a secure phone app associated with their bank accounts.

Features in the app give customers the ability to turn their debit card on and off, enable only certain types of transactions, set maximum single transaction amounts and create customer notification alerts when transactions occur. Moreover, the app lets customers take additional control of their Ally Bank debit card so they can define when, where and how their card is used and view transactions, establish spending limits, manage notifications and more.

Click [here](#) to view a video of the app, which is available to both checking and money market account customers with active debit cards and Android® or Apple® devices.

The Ally Skill

The Ally Skill received a Silver Stevie Award for Innovation in Customer Service - Financial Services Industries and a Silver Stevie Award for Best Use of Technology in Customer Service - Financial Services Industries.

The Ally Skill for Alexa provides customers a quick and easy way to access and manage their Ally Bank accounts using an Amazon® Alexa-enabled device. Its functionality further simplifies everyday banking tasks such as checking account balances, tracking recent transactions and deposits, transferring money and accessing deposit product interest rates. Along with being among the first banks in the country to launch a financial services skill, Ally is the first bank to offer voice-activated internal and external transfers between accounts via Alexa. This allows customers the added convenience to move money securely to and from their Ally accounts hands free, without a computer or smartphone.

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. The new skill is available to Ally Bank's deposit customers with Alexa-enabled devices such as the Amazon Echo and Echo Dot products.

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

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 with assets of \$167.1 billion as of December 31,

2017. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve more than 18,000 dealer customers and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.


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