

Home Runs for Habitat: Ally Turns All-Stars' Home Runs into Donation for Habitat for Humanity in D.C., Charlotte and Detroit

With \$100 for Every Home Run Hit in Monday's Slugfest, Chapters Receive a Total of \$22,100

SANDY, Utah, July 17, 2018 -- On Monday, July 16, 2018, eight of baseball's biggest hitters competed in Nationals Park in Washington, D.C., to see who could hit the most home runs. But this year, fans had a good reason to root for every player to have a record-breaking performance because with each home run hit, Ally pledged a \$100 donation to local chapters of Habitat for Humanity.

Thanks to baseball's talented sluggers, who collectively hit a total of 221 home runs, \$22,100 was raised to support the organization's chapters in Washington, D.C., Charlotte, and Detroit. D.C. played host city to this year's All-Star break activities, while Charlotte and Detroit are home to two of Ally's corporate centers.

The "Home Runs for Habitat" initiative was an extension of the Home Run Slugfest Celebration hosted Monday night just steps from the ballpark by Ally Home, Ally's direct-to-consumer mortgage business. The celebration featured free entertainment, refreshments, games, and giveaways for fans of all ages, while providing complimentary copies of the educational, baseball-themed [Mortgage Playbook](#).

"The big league home run festivities offered the perfect backdrop for us to underscore Ally's dedication to putting people at the top of their game when it comes to affording a home," said Alison Summerville, Business Administration Executive and Head of Corporate Citizenship at Ally Financial. "At Ally, we want everyone to win, and our ongoing relationship with Habitat for Humanity allows us to have an even bigger impact by supporting economic mobility and growth across our communities that need it most."

Susanne Slater, president and CEO of Habitat for Humanity in Washington, D.C., commented: "Washingtonians take a lot of pride in our communities, our city, and—of course—our home teams, but many don't have a safe, decent place to call home. We're grateful for advocates like Ally, who understand that homeownership is a foundation for economic mobility, and who are helping to bring more attention to the importance of homeownership during this exciting All-Star Week. Of course we were rooting for a high number of home runs this year, and our All-Stars, especially our own Bryce Harper, literally and figuratively hit it out of the park for us!"

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of \$170.0 billion as of March 31, 2018. 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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