

Ally Bank Debuts Financial Etiquette Short Video Series

Ally Bank and Randy Cohen, author and original New York Times "Ethicist," address common questions on dealing with friends, family and money

MIDVALE, Utah, Dec. 20, 2012 -- A friendly conversation that turns toward the topic of money can quickly become uncomfortable. To help consumers navigate this type of sensitive situation, Ally Bank has teamed up with author and original New York Times "Ethicist," Randy Cohen, to address common financial etiquette questions.

A six-week video series featuring Cohen launches today on the Ally Bank ["Straight Talk" Blog](#), providing advice on how to gracefully handle what could be a financial faux-pas. Topics that will be covered include:

- How to handle cause-related requests from friends and family
- Whether re-gifting could be regrettable
- Rules for lending property to friends or family
- What to say when asked how much something costs
- What to do if a friend or relative asks for money
- Giving the gift of cash

For each scenario, Cohen provides simple solutions and verbal cues that can help to transition a tricky conversation, while man-on-the-street style interviews offer everyday consumer perspectives on money matters.

"Knowing how to confidently handle an awkward money question before it actually occurs is invaluable," said Cohen. "In teaming up with Ally Bank, my hope is that we can continue to educate people on the dos and don'ts of money discussions, keeping the focus on friends and family, rather than finances."

In addition to its presence on the Straight Talk Blog, Ally Bank's financial etiquette series will also be available for consumers to view on its [Facebook](#) and [Twitter](#) channels, as well as [YouTube](#).

The series will run through the week of Jan. 21, 2013.

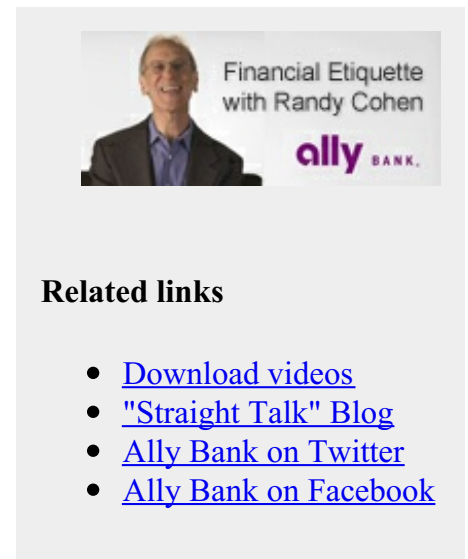
About Ally Bank

Ally Bank is a direct bank in the U.S. that offers a straightforward approach to banking with no minimum deposit required to open an account, no monthly maintenance fees and 24/7 live customer service. A subsidiary of Ally Financial Inc., the Bank offers online savings, interest checking, money market accounts, certificates of deposit with terms ranging from three months to five years, and IRA Plans and products. Member FDIC.

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Contact:

Andrea Puchalsky
313-656-3798



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andrea.puchalsky@ally.com
