

Ally Bank Wins 2013 TNS Choice Award for Direct Banking

MIDVALE, Utah, April 10, 2013 – Ally Bank has won a 2013 TNS Choice Award for Direct Banking for achieving superior performance in the online banking segment. The TNS Choice Awards recognize financial service organizations that outperform their competitors in acquiring, retaining and developing customers.

Winners of the TNS Choice Awards were determined by drawing upon TNS's market intelligence programs that evaluate the competitive momentum of financial services firms. The research identifies what is driving market momentum through an assessment of each firm's customer experience, brand health and marketing effectiveness.

"Our philosophy at Ally Bank is to put the customer first by offering highly valued products and service," said Diane Morais, Ally Bank Deposits and Line of Business Integration executive. "This award reinforces our commitment to provide our customers with an experience that earns their ongoing loyalty and prompts them to deepen their relationships with Ally Bank."

The selection of Ally was based on an analysis of more than 20,000 consumer interviews conducted as part of the TNS Retail Banking Monitor research program.

"Ally wins the TNS Choice Award for Direct Banking because it is achieving greater organic growth than any significant direct bank competitor," said Jim Meyer, TNS executive vice president. "Not only is Ally performing best among the leading direct banks, it attracted more new primary customers in 2012 than any other direct bank and has very low attrition among its customer base."

Ally Bank won two awards earlier this year in the 2013 Stevie® Awards for Sales & Customer Service(SM) —the Innovation in Customer Service Award - Banking, Financial Services & Insurance, and the e-Commerce Customer Service Award. In addition, the Bank was recently awarded a Gold Monitor in Online Applications and a Silver Monitor in Private Site Help in the Corporate Insight Monitor Awards that recognize financial services firms for the online and offline experiences they offer.

See full details on [Ally's awards and recognitions](#).

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.

For more information, visit the Ally media site at <http://media.ally.com> or follow us on Twitter @ally.

Contact:

Andrea Puchalsky

313-656-3798

Andrea.Puchalsky@ally.com
