

FACT SHEET



History: GMAC Financial Services established Ally Bank as a new brand on May 15, 2009 to clearly communicate a new approach to serving bank customers. The company's news release and customer communications announced that GMAC Bank (established in August 2001) was becoming Ally Bank, with new products and features attractive to customers seeking a safe and efficient place to save and grow their money.

Ally Bank is a U.S. online bank chartered by the State of Utah and regulated by the FDIC and the State of Utah. All customer call centers are based in North America. Ally Bank is one of several funding sources for GMAC Financial Services' retail and wholesale automotive, commercial and residential mortgage financing operations.

The company expanded the Ally brand to Canada for retail deposit-taking as a product of ResMor Trust on Sept. 3, 2009.

Products: In the U.S., Ally Bank offers a variety of savings products through www.ally.com:

- . Online Savings account
- . Money Market savings account
- . Certificates of Deposit, ranging from three-month to five-year terms, including a nine-month no penalty CD
- . Member FDIC

In Canada, Ally offers through www.ally.ca:

- . A range of Guaranteed Investment Certificates (GICs)
- . A true 12-Month No Penalty GIC option
- . High interest savings accounts
- . Products available either as traditional savings or tax-free savings accounts
- . ResMor Trust Company is a CDIC Member

Ally Brand: To more effectively market our products, the company selected a brand name that reflected the products, features and experiences offered to customers. "Ally" connotes a new approach to banking – an institution that will be an advocate for people who want a safe, honest place to save their money without hidden fees or teaser tactics. Ally challenges traditional banks by offering:

- . No minimum deposits
- . No monthly fees
- . No minimum balances
- . No sneaky disclaimers
- . 24/7 customer service
- . Compounding interest daily
- . Sleeping Money alerts
- . Ally Ten-Day Best Rate policy for new and renewing CDs and GICs
- . A true no-penalty CD or GIC (customers can withdraw money and move it anywhere)

Rates: Ally rates are established to be among the most competitive in the industry, with no teaser rates. Like all institutions, rates are adjusted based on the market and competition. Ally provides a rate comparison tool on its Web site for all of its savings products. To “do right” by customers, Ally has a 10-day best rate policy. Customers will receive the highest rate Ally offers on a new or renewing CD or GIC within a 10-day period from when the account is opened or when the CD/GIC matures. If an account is funded after 10 days of opening the account, the effective interest rate on the day of funding will apply.

Through its online savings products, Ally can offer great rates on customer deposits due to its operational cost advantage. In addition, Ally originates and acquires competitive, quality loan assets working with the businesses of GMAC Financial Services, putting deposits to work efficiently.

Advertising: Ally advertising focuses on the new brand to build awareness and consideration. Ads expose the “pain points” often associated with banking, such as hidden fees and teaser tactics. Advertising is clear and straightforward, consistent with the Ally Web sites, seeking to explain banking terms so that customers can make informed decisions about how best to save and grow their money.

Member FDIC: In the U.S., Ally Bank is one of the best capitalized banks in the country. The bank maintains capital levels that are triple what is deemed “well capitalized” under the FDIC’s regulations. All Ally Bank accounts are insured up to \$250,000 per depositor through Dec. 31, 2013.

Member CDIC: In Canada, ResMor Trust Company is a CDIC Member. Ally savings accounts and GICs with maturity terms of five years or less are eligible to be insured up to \$100,000 per depositor per CDIC Member

Web sites: U.S.: www.ally.com Canada: www.ally.ca

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