

ally® awards

Awards, Recognitions, Honors and More...

In 2012, Ally Bank received attention for its products and features, as well as its customer communications and social media engagement. Below, a few of the year's significant milestones are highlighted.

MONEY® Magazine's "Best Banks in America" 2012

Ally Bank was named "Best Online Bank," "Best Savings Account" and "Best One-Year CD" in MONEY® Magazine's annual "Best in Banks" (October 2012) feature.



Web Marketing Association's "Outstanding Website" Award

Ally.com—the digital home of Ally Bank and Ally Financial—wins an "Outstanding Website" award by the Web Marketing Association in its 16th annual WebAward Competition. The accolade, which recognizes Ally in both the Banking and Financial Service categories, is based on website scoring that demonstrates work above and beyond the standard of excellence.

Kiplinger's Personal Finance: Best Deals - Online Banks

Ally Bank is featured in this national personal finance magazine's annual "Best Deals" issue as a bank that refunds all ATM fees while maintaining no monthly maintenance fees.

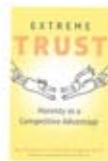


Ponemon Institute's "Most Trusted Companies for Retail Banking"

Ally Bank ranks among the top five 2011 most-trusted companies for retail banking in a study released by the Ponemon Institute. In its ninth year, the 2011 Privacy Trust Study for Retail Banking measured consumer perceptions of trustworthiness for retail banking institutes.

American Banker & Reputation Institute Annual Survey

Ally Bank ranks fifth among 30 large banks in this annual survey, which uses consumer reputational ratings to score banks on a 100-point scale. In addition to its overall placement, Ally Bank ranks third in the Product category, third in the Innovation category, and third in the Citizenship category.



Extreme Trust: Honesty as a Competitive Advantage

Ally is featured in the book, "Extreme Trust: Honesty as a Competitive Advantage" (2012, Portfolio/Penguin). Customer trust and loyalty serve as the backbone for the new business title, authored by best-selling authors Don Peppers and Martha Rogers, Ph.D.

Change Sciences "Financial Services Social Media 2012"

Ally Bank is recognized as a leader in financial services companies using social media. The accolade, which lists Ally Bank first among 22 competitors, rates each company's approach to the social media space.

