

Ally Financial Statement on New Corporate Brand

DETROIT (May 10, 2010) – The transition of the corporate brand to Ally Financial Inc. (Ally) from GMAC Inc. (or GMAC Financial Services) has been completed. The brand change to Ally is part of the company’s strategic decision to implement a corporate brand that it owns and can be developed over the long term.

“The company has marked a number of significant accomplishments so far this year,” said Ally Chief Executive Officer Michael A. Carpenter. “As we begin the next chapter under the Ally Financial brand, we will continue our progress in executing our strategic objectives and remain focused on our commitment to customers.”

Carpenter continued: “Our customers are critical to our success, and we believe the Ally brand represents our goal to deliver competitive products and excellent service to all of our customers as we take the next steps in building on our 91-year history.”

The Ally brand was first introduced at Ally Bank in May 2009 and is now adopted at the parent company. There will be no change to the branding of the company's operating units at this time. Options to use the Ally brand more broadly within the company are currently being evaluated; however, decisions have not been finalized.

Contact:

Gina Proia

646-781-2692

gina.proia@ally.com
