

## Latest Ally game gives dollar bills extra superpowers

- Launching April 26, AR game turns ordinary dollars into extra-strength rewards for players and real-life superheroes

- Rewards will be delivered to health care workers on April 28, National Superhero Day

DETROIT, April 26, 2021 /PRNewswire/ -- This National Superhero Day, [Ally Financial Inc.](#) (NYSE: ALLY) is celebrating health care workers, the real-life superheroes who have bravely helped our country through the pandemic. The recognition program is part of a new, week-long augmented reality (AR) [game](#) consumers can play on their smartphones or tablets to turn a bill of any denomination into prizes, ranging in value from \$10 to a grand prize of \$50,000. To celebrate the launch of the game, Ally will deliver rewards to health care workers in Charlotte, North Carolina, and Detroit, two cities where thousands of people are being vaccinated each day to help bring light to the end of the pandemic tunnel.

Prizes will be delivered to the health care workers on April 28, National Superhero Day, by a team of caped crusaders visiting mass vaccination sites located in Charlotte and Detroit. The digital-financial services company has a large presence in both cities, including its headquarters in Detroit.

"At Ally, we're constantly looking for inventive ways to help people think about their money differently and ask how it can work harder for them. Gamification is a great way to do that," said Andrea Brimmer, chief marketing and public relations officer, Ally Financial. "The benefits of our augmented reality mobile sweepstakes are twofold: by scanning even just one dollar bill, you're not only experiencing your own money working harder, but you're also giving back and rewarding an essential worker. It's the perfect way to reward yourself and say 'thank you' to health care workers."

By visiting [ally.com/digitaldollar](#) and scanning any dollar bill using a mobile device, players will be entered to win one of \$940,000 worth of instant prizes, ranging from digital gift cards to streaming and food delivery services to VIP tickets to professional sporting events. Every player is also entered to win the grand prize of \$50,000, awarded to one lucky winner after the last day of game play, April 30.

"Our Public Health staff have been working tirelessly since the beginning of this pandemic to protect Mecklenburg County residents and address the impact of COVID on the community. I am so proud of them and grateful for this recognition of their selfless efforts," said Gibbie Harris, Public Health Director, Mecklenburg County, North Carolina.

Additional images and video from Ally's efforts on National Superhero Day will be available upon request.

### **About Ally Financial Inc.**

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with \$181.9 billion in assets as of March 31, 2021. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive-finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.


For further images and news on Ally, please visit <http://media.ally.com>.

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<https://stage.mediaroom.com/ally/2021-04-26-Latest-Ally-game-gives-dollar-bills-extra-superpowers>