

Ally Make It Rain Sweepstakes

Official Rules

To enter and participate in this Sweepstakes, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. You must have Internet access and an active e-mail account to participate.

- 1. Sponsor:** Ally Financial Inc., 500 Woodward Ave., Detroit, MI 48226.
- 2. Administrator:** Probability LLC, 2 Woodstock Meadow Ln, PO Box 1484, Woodstock, NY 12498.
- 3. Eligibility:** The *Ally Make It Rain Sweepstakes* (the "**Sweepstakes**") is open only to legal residents of the fifty (50) United States and Washington D.C., who are at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older) and who have an active e-mail account and Internet access as of 5/22/26. Employees of Sponsor, its parent company, subsidiaries or affiliates ARE eligible for the Sweepstakes, provided that they are not involved in the selection or notification of the prize winner. Employees of Sponsor involved in the selection or notification of the prize winner, Administrator any organizations responsible for sponsoring, fulfilling, administering the Sweepstakes or supplying the prize (or any element thereof), and each of their respective parent, subsidiary, related and affiliated companies, and the entities owned and operated by those persons (collectively, the "**Promotion Entities**"), and the immediate family and household members of all such foregoing individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winner will be required to provide proof of eligibility prior to prize award as discussed below. Void where prohibited.
- 4. Sweepstakes Entry:** The Sweepstakes begins on or about 12:00:01 a.m. Eastern Time ("ET") on May 22, 2026 and ends at 11:59 p.m. ET on June 26, 2026 ("**Promotion Period**"). Sponsor's computer is the official clock for the Sweepstakes.

During the Promotion Period navigate the internet to <https://www.ally.com/make-it-rain> (the "**Website**"). On the Website, you must complete the entry form by providing: your full name, e-mail address, phone number, zip code and if you are an existing Ally customer.

BY CLICKING "ENTER" AND SUBMITTING YOUR INFORMATION ON THE ENTRY FORM YOU SIGNIFY THAT YOU MEET THE ELIGIBILITY REQUIREMENTS AND HAVE READ AND AGREE TO THESE OFFICIAL RULES.

Sponsor may use an entrant's name, or email address for future promotional and marketing purposes in accordance with Sponsor's privacy policy, available at <https://www.ally.com/privacy/>.

Limit one (1) entry per person and/or email during the Promotion Period, regardless of the number of email addresses or accounts a person may have.

Multiple entries in excess of this limitation or mass entry attempts will result in disqualification of all entries by such person. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties, are prohibited. Incomplete entries will be disqualified. Proof of entering information at the Website or entry form is not considered proof of delivery or receipt of such entry. Except as otherwise contemplated by these Rules, and to the extent entrants may otherwise elect at the time of the Entry, information provided by you for this Sweepstakes is subject to Sponsor's Privacy Policy, available at <https://www.ally.com/privacy/>.

*IMPORTANT: Data rates may apply if Sweepstakes entry is submitted via your mobile device according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging/data rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your device's capabilities for specific instructions.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to terminate, modify or suspend the Sweepstakes. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prize in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Sweepstakes will be posted on the Website. Without limitation of any other term here, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from participation in this Sweepstakes.

Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes, defraud Sponsor/Administrator and/or prevent/impede/interfere with others from participating in the Sweepstakes or Sponsor's ambassador from performing their responsibilities relative to the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE, WEBSITE OR PLATFORM OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES OR TO DEFRAUD SPONSOR VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON, WHETHER OR NOT THE INDIVIDUAL IS A PARTICIPANT IN THE SWEEPSTAKES, MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW. SUCH CONDUCT MAY ALSO RESULT IN SUCH INDIVIDUAL'S EJECTION FROM EVENT, IN ALL CASES WITHOUT LIABILITY OF ANY KIND TO SPONSOR/ADMINISTRATOR. Anti-social, belligerent or obnoxious behavior at the Event is also strictly prohibited and such conduct will also result in disqualification, ejection from Event and perhaps legal sanction.

- 5. Random Drawing/Odds:** Potential winner will be selected via a random drawing, on June 29, 2026 from among all eligible entries received during the Promotion Period. The random drawing will be conducted by Administrator, an independent judging organization, whose decisions are final and binding on all administrative matters related to the Sweepstakes.

Odds of winning a prize depends on the total number of eligible entries received during the Promotion Period.

- 6. Winner Notification:** Potential winner will be notified by e-mail/phone on or about June 29, 2026. Failure to respond to the initial notification within three (3) business days after transmission to potential winner or return of notification as undeliverable after two (2) attempts will result in disqualification and award of the prize to an alternate winner. Potential winner may be required to complete, sign and return within three (3) business days of transmission, an Affidavit of Eligibility, a Liability Release and Indemnification, and a Publicity Release, where allowed by law ("**Prize Documents**"). If potential winner does not respond to the initial notification attempt within three (3) business days after transmission as set forth above, if Prize Documents are not returned to Administrator within the specified time period, if prize notification is returned as non-deliverable, if potential winner is found to be ineligible or otherwise not in compliance with these Official Rules, or if potential winner does not accept the prize for any reason, prize may be forfeited and such potential winner may be disqualified. If potential winner is disqualified for any reason, prize will be awarded to an alternate winner selected from all remaining eligible entries received during the Promotion Period. In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized holder of the transmitting e-mail account. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

7. Prizes

Six (6) grand prizes (“**Grand Prize**”) are available to be won: Each Grand Prize winner will receive \$5,000 in the form of either: 1) a gift card from a bank/financial institution (issuer of gift card to be determined in Sponsor’s sole discretion; issuer’s terms and conditions apply to use of gift card); or 2) if the winner is a current Sponsor customer in good standing with an eligible Ally Bank Savings Account or Ally Bank Spending Account (Member FDIC) (excluding Trust, UGMA and UTMA) as determined by Sponsor in its sole discretion, a direct deposit into the winner’s account.

Seventy (70) first prizes (“**First Prize**”) are available to be won: Each First Prize winner will receive \$1,000 in the form of either: 1) a gift card from a bank/financial institution (issuer of gift card to be determined in Sponsor’s sole discretion; issuer’s terms and conditions apply to use of gift card); or 2) if the winner is a current Sponsor customer in good standing with an eligible Ally Bank Savings Account or Ally Bank Spending Account (Member FDIC) (excluding Trust, UGMA and UTMA) as determined by Sponsor in its sole discretion, a direct deposit into the winner’s account.

Total value of all prizes is \$100,000.00.

Gift cards are subject to terms and conditions thereon. No cash alternative or prize substitution will be allowed for prizes awards in the form of gift cards, except for cash redemption of gift card where required by applicable law.

All federal, state and/or local taxes are the sole responsibility of the winner. Grand Prize winner will receive an IRS Form 1099 reflecting the value of the Grand Prize. Grand Prize winner must provide their Social Security Number or Tax Identification Number to Sponsor and/or Administrator and their representatives upon request and otherwise cooperate with Sponsor and/or Administrator and their representatives in conjunction with the reporting of their receipt of the Grand Prize to the Internal Revenue Service and any other applicable governmental tax authorities, as required by applicable law.

- 8. Conditions and Limitations of Liability:** The Promotion Entities assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries, at any point in the operation of this Sweepstakes; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (e) inaccessibility or unavailability of the internet or any website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, social networking posts, or registrations, the announcement of the prizes, or in any other Sweepstakes-related materials; or (f) any injury or damage to participants or to any other person's computer

which may be related to or resulting from any attempt to participate in the Sweepstakes. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Promotion Entities reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Promotion Entities will award the prizes from among all non-suspect, eligible entries received for the Sweepstakes up to the time of such action.

By entering, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all respects; and (b) to release, discharge and hold harmless each of Sponsor, the Promotion Entities, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees (collectively, the "**Released Parties**") from any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Sweepstakes, (ii) the receipt, ownership, use or misuse of the prize awarded, (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website, or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize.

By accepting the prize, winner grants Sponsor and its designees permission to use their name, voice, likeness, photograph, Prize information, biographical data and city and state of residence on a winner's list (if applicable) and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above-mentioned information or materials but may do so and may edit such information or materials, at Sponsor's discretion, without further obligation or compensation. Sweepstakes subject to the laws of the United States only. All federal, state and local laws and regulations apply. All entries become the property of Sponsor and will not be acknowledged.

- 9. Disputes/Jurisdiction/Choice Of Law:** To the fullest extent permitted by law, a participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Promotion or the award of the prize shall be resolved individually, without resort to any form of class action, and exclusively by federal or state courts situated within Oakland County, Michigan, with such courts having personal jurisdiction over them, with the participant waiving any right of *forum non conveniens*, change of venue or any like right; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred (if any), including costs associated with participating in this Promotion, but in no event attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise

increased as well as waiving any rights to an injunction or other forms of equitable relief. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of a participant and Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of Michigan, without giving effect to any choice of law or conflict of law rules (whether of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Michigan.

- 10. Winners' List:** For the name of the winners, mail a self-addressed, stamped envelope to: "Ally Make It Rain Sweepstakes Winners", c/o Probability, PO Box 1559, Social Circle, GA 30025-1559. All such requests must be received by July 24, 2026.