

NEWS



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UNITED WAY OF GENESEE COUNTY NAMED PRIMARY BENEFICIARY FOR 2021 THE ALLY CHALLENGE PRESENTED BY MCLAREN

*Birdies for Charity presented by Ally
program returns for fourth annual tournament*

The Ally Challenge presented by McLaren's philanthropic mission strengthened by new Tickets FORE Charity initiative

GRAND BLANC, Mich. – Tournament officials announced today that the primary beneficiary of net proceeds for the fourth-annual The Ally Challenge presented by McLaren will be the United Way of Genesee County (UWGC). The 2021 tournament will mark the third consecutive year that UWGC has been included as a primary beneficiary of The Ally Challenge.

“Choosing the United Way of Genesee County again allows the proceeds to be deployed across the region to a wide variety of organizations that do so much for area residents,” said Andrea Brimmer, chief marketing and public relations officer at Ally. “Last year we met the challenge of the pandemic, but with fans back in the gallery this year, you’ll see us really raise the bar to live up to the tournament’s amazing legacy of giving back nearly \$3.2 million to local charities since 2018.”

UWGC has operated in the community for over 97 years providing support addressing educational outcomes, health access, financial stability and the basic needs of its residents; the UWGC leverages donations from more than 200 workplace campaigns and individual investors to support over 150 programs. Last year dollars raised impacted over 100,000 lives representing every zip code of Genesee County.

The tournament’s investment will help support over 18 programs in Genesee County, impacting more than 5,000 individuals through the three priority areas: Financial Literacy, Housing and Employment.

“The United Way is honored to once again be the charity partner of The Ally Challenge presented by McLaren,” said James Gaskin, UWGC CEO. “We take these dollars and share them with 18 programs, ran by various nonprofits, throughout Genesee County impacting thousands of residents. When you visit the tournament this year not only are you seeing great golf, but you are also helping so many residents in need.”

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The Ally Challenge presented by McLaren has established a legacy of giving in southeastern Michigan, including raising nearly \$3.2 million in support of local charities in the greater Flint area and beyond in its first three years. The tournament will continue to positively impact the community in Genesee County and beyond in 2021 through its support of UWGC, as well as the return of Birdies for Charity presented by Ally and the addition of the tournament's newest charity initiative, Tickets FORE Charity.

Birdies for Charity presented by Ally is a grassroots charity platform, now in its fourth year, that serves as an extension of The Ally Challenge presented by McLaren's mission to positively impact non-profit organizations in the greater Flint area. This successful program has included nearly 60 participating Michigan 501(c)(3) organizations and raised more than \$1 million since it began in 2018.

Birdies for Charity gives qualified Michigan 501(c)(3) charities and schools the opportunity to raise funds based on the number of birdies made by PGA TOUR Champions players during competitive rounds at The Ally Challenge. Each participating charity will solicit pledges per birdie, or flat donations, to their organization through the Birdies for Charity program. Charities will receive 100% of collected donations, as well as a guaranteed bonus match of 10% on the first \$300,000 of donations and 5% thereafter.

All qualified non-profit organizations that register for Birdies for Charity presented by Ally are eligible to participate in the tournament's newest charitable initiative, Tickets FORE Charity. This new program gives charities an opportunity to earn extra dollars for their cause based on attendance during the final round of The Ally Challenge.

Each time a ticket, purchased with a charity's special promo code, is scanned at a tournament admissions gate on Sunday, August 2, The Ally Challenge presented by McLaren will donate \$10 to that designated charity. In addition, a \$5,000 bonus pool will be split amongst the top three charities receiving the most scanned tickets.

For more information about the Birdies for Charity presented by Ally and Tickets FORE Charity programs, including how to participate, please visit <https://theallychallenge.com/charity/>.

"The Ally Challenge presented by McLaren is excited to welcome back United Way of Genesee County as our 2021 primary beneficiary," said tournament director Matt Stepnes. "Combined with the return of Birdies for Charity presented by Ally and the new Tickets FORE Charity initiative, The Ally Challenge is poised to continue building on the overwhelming success the tournament achieved in its first three years providing a positive charitable impact for the community in southeastern Michigan and beyond."

The fourth playing of The Ally Challenge presented by McLaren will be contested the week of August 23-29, 2021 at Warwick Hills Golf and Country Club.

The Ally Challenge will be one of the premier Regular Season events on PGA TOUR Champions in 2021, which will give way to the Charles Schwab Cup Playoffs – a season-ending, three tournament series used to determine the TOUR's season-long champion. Due to the circumstances related to the COVID-19 pandemic, PGA TOUR Champions has combined its tournaments in 2020 and 2021 to form one season, and the next Charles Schwab Cup champion will be crowned in November 2021 at the Charles Schwab Cup Championship.

All three rounds of The Ally Challenge presented by McLaren will be broadcast on Golf Channel.

For more information about The Ally Challenge, please visit theallychallenge.com. For the latest Ally Challenge news and updates on social media follow the tournament on Twitter and Instagram at @AllyChallenge and on Facebook at Facebook.com/AllyChallenge.

Below please find a link that offers a charitable impact video, including interviews, available for editorial use.

<https://www.dropbox.com/sh/r5i2ccj4h5ypjs0/AADMp4DcX5KdmrlfdcXK-2P2a?dl=0>

About The Ally Challenge presented by McLaren

The Ally Challenge presented by McLaren is an official event on the PGA TOUR Champions owned and operated by Tournaments for Charity, a Michigan non-profit corporation. This 54-hole stroke play golf tournament features 78 PGA TOUR Champions professionals competing for a \$2 million purse at the historic Warwick Hills Golf & Country Club in Grand Blanc, Michigan. The event is designed to showcase the best golf on the PGA TOUR Champions for the enjoyment of spectators and to benefit local charities in the greater Flint area. All three official rounds will be internationally televised on the Golf Channel.

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About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with \$180.6 billion in assets as of December 31, 2019. 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 services 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 news regarding Ally, please visit the Ally press room at <http://media.ally.com>.

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About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a fully integrated health network committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 14 hospitals, ambulatory surgery centers, imaging centers, a 490-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 588,000 lives in Michigan and Indiana, home health, infusion and hospice providers, pharmacy services, a clinical laboratory network and a wholly owned medical malpractice insurance company. McLaren operates Michigan's largest network of cancer centers and providers, anchored by the Barbara Ann Karmanos Cancer Institute, one of only 50 National Cancer Institute-designated comprehensive cancer centers in the U.S. McLaren has 26,000 employees and more than 85,200 network providers throughout Michigan and Indiana. Its operations are housed in more than 350 inpatient and ambulatory facilities. Learn more at www.mclaren.org.

About HNS Sports Group

HNS Sports Group is a Dublin, Ohio-based LLC founded in 2000. The company offers over 125-plus years of collective experience and is committed to providing professional, efficient and effective client representation in the categories of sponsorship consultation, event management, hospitality management, sales representation and tournament operations within the golf market. To learn more about HNS Sports Group, visit www.hnssports.com.

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