A Bottom-Line Approach to Communicating Your Financial Message.

- Editors can use a series of articles with helpful advice, much like a syndicated column.
- Offer tips from your reputable experts.
- Let readers know how they can save money or get tax credits.
- Inform readers how to grow and protect their assets.
- Include information from the government to build credibility.
- Drive people to your site or your 800 number for more information.

Eye-catching color images can speak a thousand words.

NAPS Financial Clients

CHASE
BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM
Bank of America
PROGRESSIVE
WELLS FARGO

GEICO
VISA
FEDERAL TRADE COMMISSION • UNITED STATES OF AMERICA • MCMXV
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charles SCHWAB
Merrill Lynch
MetLife
NEW YORK LIFE
Genworth Financial

YAHOO! FINANCE
CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.
Prudential

Nationwide On Your Side
TIAA CREF
EATON VANCE Managed Investments

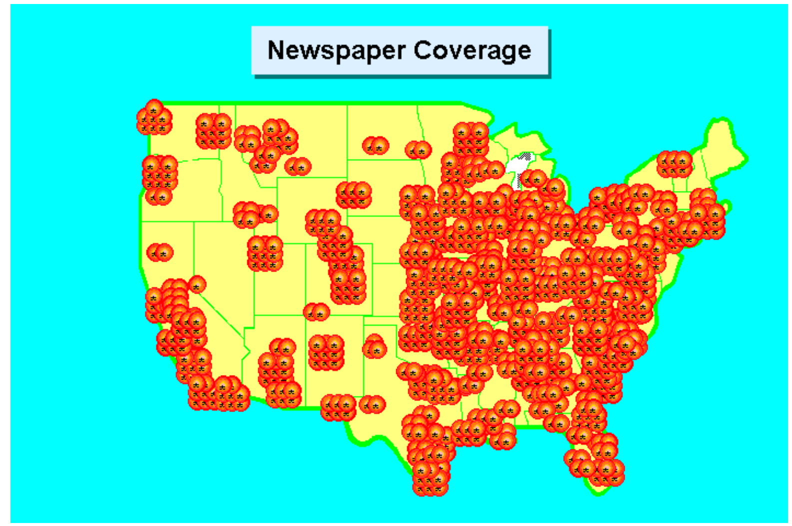
Reach more people by covering more media

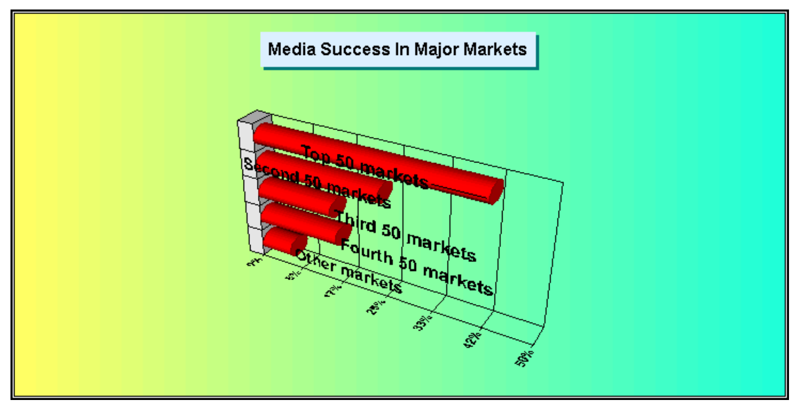
- *Traditional Media*
  - Newspapers: 100 to 400 placements
  - Radio: 300 to 400 on-air placements
  - TV: 100 to 150 on-air placements
  - Spanish Media: 10 to 25 placements in newspapers
  - African-American Media: 10 to 25 placements in newspapers
- *Online*
  - 1000+ online news sites
  - Social media
  - Twitter feeds to editors
  - SEO
  - Blogging
  - Anchor texting and hyperlinking
  - RSS feeds in XML
  - Podcasting
  - YouTube CSNN Channel

Reports include impressive results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

Ally Financial





Graph Data: As of 3/20/2018, **Ally Financial** generated 5252 news articles in 56 different states with a readership of 10,882,960. The sites it was on were viewed by 78,371,898 unique visitors per month. Additionally it was viewed 578 times on www.napsnet.com. The print placements had an approximate ad value of $40,395.37, based on column inch rates.

Reach the wealthiest and most populous communities

- Newspapers, radio stations and TV stations are supported by local advertisers.
- Advertisers will spend money where they are going to get the best ROI.
- Publications and stations tend to exist where advertisers are willing to spend.

Money Matters

Check Your Dollars:
You Could Have A $1 Bill Worth $10,000

(NAPS)—They get shoved in pockets and run through the laundry. Jammed in and spit out of vending machines. And grasped by many hands as they make their way across the United States.

Dollar bills take a beating. In fact, the average life span for a $1 in circulation is only 5.8 years, according to the Federal Reserve. Compare that to a $50 bill, which circulates for 8.5 years, or the $100 bill, which hangs around almost three times as long as the humble single.

Nevertheless, your hardworking dollars could be working even harder for you. That's the idea behind an online banking and investing financial services company's "Hardest Working Dollar" campaign. An anonymous shopper will travel the country, spending 7,500 of the hardest-working dollars in mom-and-pop shops, cafes, and other locations in 15 U.S. cities.

Once in circulation, the value of these George Washingtons could increase. Some will be worth $100, others will be valued at $5,000 and one will be particularly prized: It will be worth $10,000. Consumers can visit www.allyhardestworkingdollar.com and enter the serial numbers of their singles to see if theirs is eligible to win.

"The Hardest Working Dollar campaign is a continuation of our efforts to 'Do It Right' for our customers and all consumers by encouraging them to think about their money differently," explains Ally Chief Marketing and Public Relations Officer, Andrea Riley.

The company will also celebrate hard-at-work individuals in key markets across the US. Costumed George Washingtons will thank employees on their way to work, show their appreciation for hardworking first responders, and honor dedicated volunteers at nonprofit organizations.

Make Your Money Work for You

Ultimately, every consumer has the ability to make any $1 bill the hardest-working dollar. A new investing product, Ally Invest, offers several convenient online options for putting your money to work, including low-cost trading for investors looking to trade stocks, options, bonds and ETFs themselves, as well as managed portfolios, which are professionally designed, continually monitored and rebalanced automatically, for those who prefer a hands-off approach to their finances. Together, investing combined with the bank's great FDIC-insured savings rate is designed to help consumers make their money work harder.

"We believe being an ally for our customers' financial well-being means encouraging people to focus on the products and services that will improve their financial lives for the long run," says Diane Morais, president of Consumer & Commercial Banking Products at Ally Bank, Member FDIC. "By saving at a higher rate of interest, using a cash-back credit card and investing with affordable fees, people have the opportunity to make their dollars work harder."

The "Hardest Working Dollar" sweepstakes kicks off the week of June 5 and runs through July 31.

Learn More

For further information, visit www.allyhardestworkingdollar.com and follow the hashtag #hardestworkingdollar on Twitter and Facebook.

You may be holding a bill worth $10,000 and not even know it.

***Note To Editors:** This article, while of interest to everyone, is of most significance to people in Ohio, Michigan, Pennsylvania, North Carolina and Utah.*

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