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Ally Financial Inc.

Form 424B3

May 17, 2010

Pricing Supplement Dated May 17, 2010

Rule 424 (b) (3)

File No.

333-156775

(To Prospectus Dated January 16, 2009)

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 2.15%

Effective Dates: 5-17-2010 through 5-23-2010