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Ally Financial Inc. Form 424B3 March 21, 2011

Pricing Supplement Dated March 21, 2011 (To Prospectus Dated May 24, 2010)

Rule 424 (b) (3) File No. 333-156775

Ally Financial Inc.

Demand Notes - Floating Rate

Annual Yield: 2.12%

Effective Dates: 3/21/2011 through 3/27/2011