Ally Financial Inc. Form 424B3 August 09, 2010 Pricing Supplement Dated August 9, 2010 (To Prospectus Dated May 24, 2010)

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

## Ally Financial Inc. Demand Notes - Floating Rate

Annual Yield: 2.25%

Effective Dates: 8-09-2010

through

8-15-2010