



SONIC® Drive-In Cures Your Daylight-Saving Slump

America's largest drive-in chain launches premium coffee drinks

OKLAHOMA CITY, March 6, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- On Monday, March 10, millions of Americans will be clocked -- losing an hour of sleep due to daylight-saving time. To ease the daylight-saving slump, SONIC®, America's Drive-In® launches nationally a new line of premium coffee drinks in March.

The new line includes SONIC's Java Chiller (a creamy blend of vanilla soft serve and espresso), Lattes (iced and hot), and Premium Roast coffee. The Java Chiller and Lattes can be enjoyed with your choice of Mocha, Caramel or Hazelnut flavors. Rounding out the new offering is the SONIC BOOM® -- a shot of espresso that can be added to any drink for an extra jolt.

"Launching our new line of premium coffee drinks on Monday gives Americans a reason to roll out of bed after losing that extra hour of sleep," said Todd Townsend, chief marketing officer for SONIC. "Getting your morning cup of Joe has never been easier since it will be delivered right to your window by a smiling SONIC Carhop -- an experience you can only have at SONIC."

Cinnamon rolls and coffee have been a popular snack combination for generations. In March, for a limited time only, SONIC will offer Cinnasnacks™ - all the gooey goodness of a cinnamon roll in a warm bite-sized snack. Cinnasnacks taste great when paired with an Iced or Hot Latte with Mocha, Caramel or Hazelnut flavoring. They're portable, poppable, tasty treats that hit the spot when on the go.

SONIC® Drive-In Introduces

Java Chillers ... a dreamy treat that provides a cool kick!

The perfect treat to cure an afternoon snack attack or cool off on a warm day, the Java Chiller is a shot of espresso blended with vanilla soft serve and a choice of Caramel, Mocha or Hazelnut. This dreamy concoction is topped with a dollop of whipped topping and finished with a drizzle of a flavor of choice.

Lattes (Some like it hot, some like it cold)

To warm up the morning or take a break from a busy day, SONIC's hot latte is blended with SONIC's Premium Roast coffee with the choice of Mocha, Caramel or Hazelnut or any combination of the three.

A cool, refreshing, creamy treat, SONIC's iced latte is poured over ice and blended with a shot of espresso and the choice of Mocha, Caramel or Hazelnut for the perfect afternoon pick me-up. It's topped with a dollop of whipped topping.

A New, Improved Cup of Joe

And when in the mood for a delicious cup of coffee (cream or sugar) SONIC is the place. Sonic Drive-Ins now serve a new European dark roast coffee blend sure to wake up the senses. Enjoy it alone to perk up the day or complement it with SONIC's breakfast menu -- served all day long!

SONIC BOOM®

For those days when an extra pick me up is welcome, ask for a SONIC BOOM®! An additional shot of espresso can be added to any of the premium coffee drinks or try it with one of SONIC's famous beverages.

"Coffee continues to be one of the fastest growing beverage categories in the business," said Townsend. "We have found that people's coffee preferences are rich -- some people love a good cup of plain, black coffee. Others crave a lighter drink with a touch of something extra -- like a latte with hazelnut flavoring. We have designed our new line to fit a variety of flavor profiles."

About SONIC Drive-In

SONIC, America's Drive-In (NASDAQ/GS: SONC), originally started as a hamburger and root beer stand in 1953 in Shawnee,

Okla., called Top Hat Drive-In, and then changed its name to SONIC in 1959. The first drive-in to adopt the SONIC name is still serving customers in Stillwater, Okla. SONIC has more than 3,350 drive-ins coast to coast. More than a million customers eat at SONIC every day and with more drink combinations than any other quick-service restaurant -- 168,894 as a starter -- SONIC is Your Ultimate Drink Stop®. For more information about Sonic Corp. and its subsidiaries, visit SONIC at <http://www.sonicdrivein.com>.

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