



## Sonic Expands Role of Marketing Vice President

OKLAHOMA CITY, Aug 21, 2008 (BUSINESS WIRE) -- Sonic Corp. (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, today announced the company has expanded the role of Sonic's Vice President of Product/Segment Management, Paul Macaluso. In his expanded role as Vice President of Marketing, he will provide strategic oversight to all areas of Sonic's marketing department in addition to overseeing the company's relationship with Barkley, its Kansas City-based advertising agency.

Macaluso joined Sonic in January 2007. He has more than 15 years of restaurant experience, having held a variety of operations and marketing positions with both Burger King and Taco Bell. Macaluso holds a Bachelor of Science in Communication and a Masters in Business Administration from Florida State University.

Todd Townsend, Sonic's former Chief Marketing Officer, left the company to pursue other interests.

Sonic, America's Drive-In, 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 3,400 drive-ins coast to coast where more than a million customers eat every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic at [www.sonicdrivein.com](http://www.sonicdrivein.com).

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