



Photo Release -- SONIC Drive-In Fortifies Your Day in a Cheesy Way

America's Largest Drive-in Chain Launches New Kids Menu Item

OKLAHOMA CITY, Sep 3, 2008 (GlobeNewswire via COMTEX News Network) -- Research shows that on average, many of today's young people are getting only half of the recommended calcium they need each day. To help more children get the recommended three servings of dairy a day, SONIC®, America's Drive-In® launches string cheese as a side item to its Wacky Pack® kids meal in September.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5399>

A podcast featuring Tamara Stanley, director of marketing at SONIC, and Melissa Dobbins, registered dietician with the Midwest Dairy Association, is available at <http://media.primezone.com/cache/10642/file/6029.mp3>

SONIC is committed to providing wholesome menu options that are car-friendly and Mom-approved for families on the go. An order of string cheese as part of a Wacky Pack® meal or snack item is a perfect way to achieve the calcium kids need for stronger bones and healthier bodies. SONIC is the first quick-service restaurant (QSR) chain to introduce this popular retail snack and side item.

"SONIC believes in the importance of healthy lifestyles and supports a balance of nutrition and exercise," said Paul Macaluso, vice president of marketing for Sonic, America's Drive-In. "String cheese is a perfect food item to maintain a healthy balance, especially if your kids are picky about what they eat. Kids love string cheese and it's a fun way to help them get the calcium, protein and other nutrients they need as part of a balanced diet."

SONIC is a partner in the 3-A-Day™ of Dairy program, an educational campaign from Dairy Management Inc.™ (DMI) and the American Dairy Association. In accordance with the 2005 Dietary Guidelines for Americans, 3-A-Day of Dairy helps educate consumers on the importance of consuming three servings of calcium-rich foods such as milk, flavored milk, cheese or yogurt to help build strong bones among young people.

"There is growing concern that young people aren't getting sufficient calcium on a daily basis to protect them later on in life from fractures and osteoporosis," said Marie Krauthem, senior vice president of nutritional affairs at Dairy Management, Inc. "We applaud SONIC's commitment to fulfilling the USDA's recommendation to increase dietary intake of calcium among children and adults by offering string cheese. It's a win for families on the go."

String cheese is the first product introduced as part of an overall initiative to increase meal options for kids and complements many Mom-approved Wacky Pack entrees such as all white meat chicken strips, corn dogs and grilled cheese sandwiches as well as SONIC's drink options including one-percent low fat white and chocolate milk jugs and 100% apple and orange juices. SONIC plans to launch additional wholesome foods throughout the next year including fresh bananas this fall.

About SONIC, America's Drive-In

SONIC, America's Drive-In (Nasdaq: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 3,400 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 - more than 160,000 - SONIC is Your Ultimate Drink Stop®. For more information about Sonic Corp. and its subsidiaries, visit SONIC at www.sonicdrivein.com.

The SONIC logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5398>

About Dairy Management Inc.

Dairy Management Inc.™ (DMI) is the nonprofit domestic and international planning and management organization responsible for increasing demand for U.S. -- produced dairy products on behalf of American's dairy farmers. DMI manages the American Dairy Association®, National Dairy Council® and U.S. Dairy Export Council®.

(Photo: <http://www.primezone.com/newsroom/prs/?pkgid=5399>)

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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SOURCE: SONIC

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