



## Sonic Appoints New Chief Information Officer

OKLAHOMA CITY, Jan 29, 2010 (BUSINESS WIRE) -- SONIC Corp. (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, today announced that Craig Miller has joined the company as Chief Information Officer. Miller comes to Sonic from his position as Executive Vice President and Chief Information Officer at Movie Gallery/Hollywood Video, where he was responsible for integrating and upgrading the IT capabilities of more than 3,800 stores, including data center consolidation, multiple point-of-sale (POS) systems, merchandising, inventory, e-commerce, workforce management and corporate systems.

Prior to his time with Movie Gallery/Hollywood Video, Miller served in senior positions with Bank of America and PepsiCo, where he led a business intelligence initiative to re-design the enterprise data warehouse, providing a single source for business analytics. Additionally while at Pepsi, Miller formed a new Project Management Office, investment council and staffing committee to more effectively manage business alignment, IT investments and workforce needs.

Miller holds a Bachelor's degree in Computer Engineering from SUNY-Stony Brook and a Master's degree in Systems Engineering from Polytechnic University in New York. Additionally, he holds a Six Sigma Green Belt.

Commenting on the announcement, Clifford Hudson, Chairman and Chief Executive Officer of Sonic Corp., said, "We are pleased to have Craig join our team. With his extensive knowledge of the technology infrastructure necessary to effectively run a multi-unit retail business, along with his vast knowledge of corporate systems and practices, Craig will bring depth to our technology team. In turn, this will help us better serve our operators and franchisees as they take care of our great Sonic customers in all locations."

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 names is still serving customers in Stillwater, Okla. Sonic has more than 3,500 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).

SONC-G

SOURCE: SONIC Corp.

SONIC Corp.  
Nancy L. Robertson  
Senior Vice President - Communications  
405-225-5600

Copyright Business Wire 2010