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Cohn & Wolfe Named as New Public Relations Agency of Record for SONIC, America's Drive-In

Appointment Affirms Commitment to Impactful Communications with All Key Stakeholders

OKLAHOMA CITY--(BUSINESS WIRE)-- Sonic Corp. (NASDAQ: SONC) the nation's largest chain of drive-in restaurants, today announced the selection of Cohn & Wolfe as its new public relations agency of record.

Cohn & Wolfe will work with the SONIC PR team to drive external communications to consumers and franchisees, local store marketing, cause marketing and issues management. The agency will also support social media strategy as part of a cross-functional, multi-agency team. The primary Cohn & Wolfe team is based in Austin, Texas, a core SONIC market, and SONIC has access to the full resources and specialist expertise of the agency network.

"Cohn & Wolfe brings highly relevant QSR and retail experience, fresh thinking, quick-turn agility, and the resources of a large agency — the perfect combination to help propel SONIC's momentum," said Patrick Lenow, vice president of public relations at Sonic Corp. "We have a great story to tell at SONIC, and we're confident that Cohn & Wolfe is the right partner to help us tell it."

Cohn & Wolfe is a global communications agency and part of WPP (Nasdaq: WPPGY), the world's largest communications services group. In 2012, Advertising Age recognized Cohn & Wolfe's independent-minded, entrepreneurial culture by naming it one of the "Best Places to Work in Marketing & Media" for the second consecutive year. In 2013, PRWeek awarded Cohn & Wolfe its top honor, "Agency of the Year," noting the agency's "exceptional creativity." "SONIC offers a menu and experience so unique that it is truly unlike any other brand in the category. Our core team in Austin, having grown up with SONIC, is excited to help bring this story to more consumers around the country," said Brooke Hovey, executive vice president at Cohn & Wolfe. "Our partnership will leverage what Cohn & Wolfe does best — insight-driven strategy, bold creativity, digital and social media engagement — to fuel the continued growth of SONIC's business and brand."

The appointment is effective immediately. Cohn & Wolfe will join an agency roster that includes Goodby, Silverstein & Partners, creative agency of record; Zenith Optimedia, media agency of record; and Sullivan Higdon & Sink, below-the-line agency of record. Joanne Davis Consulting assisted in the review.

About SONIC, America's Drive-In 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 3,500 drive-ins coast to coast, where approximately three million customers eat every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic at www.sonicdrivein.com. Connect with SONIC at [facebook.com/sonicdrivein](https://www.facebook.com/sonicdrivein) or on Twitter @sonicdrive_in.

Sonic Corp. Patrick Lenow 405-225-5600 Vice President of Public Relations patrick.lenow@sonicdrivein.com

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