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SONIC Delights Truck Drivers in Valliant, Okla., with Made-to-Order Drive-In Stall

Franchisees' Idea a Great Example of SONIC Adapting its Prototype for
New Markets

OKLAHOMA CITY--(BUSINESS WIRE)--

SONIC

Drive-In (NASDAQ: SONC) in Valliant, Okla., wants people to know, "Truckers Welcome!" This message scrolls across a large banner in front of the drive-in, and local franchisees, Tommy and Julie Dorries, have gone to great lengths to deliver a unique experience for truck drivers in a town that sees a lot of traffic from semi-trucks, trailers, motor homes and school buses. The drive-in features the first stall built specifically for them — with the SONIC menu and iconic "Press to Order" red button elevated approximately three feet higher than traditional stalls so they can order from the driver's seat — as well as a circle drive to help drivers get back onto the main highway with ease.

A truck driver passing through Valliant, Okla., stops at SONIC Drive-In to order lunch from the first drive-in stall built specifically for semi-trucks, trailers, motor homes and buses. Designed by local owners, Tommy and Julie Dorries, the stall's menu and iconic "Press to Order" red button are elevated three feet higher than standard stalls so drivers can easily order without stepping out of their vehicles. (Photo: Business Wire)

"We have a lot of truck traffic in Valliant, so we wanted to make it

easy for these drivers to enjoy SONIC as they pass through town," said Tommy Dorries, owner of the Valliant SONIC Drive-In. "We probably have more than 20 trucks pull into this stall every day, and we've even fed entire ball teams pulling through on their buses. The drivers have been so appreciative, saying they've never seen anything like it!"

"We love what the Dorries have done in Valliant," said Mike Gallagher, vice president of development and franchising for SONIC. "We're seeing strong demand for the SONIC experience in small towns across America, and we're always looking for ways to creatively adapt our prototype to best meet the needs of the local community. The Dorries' idea for a truck stall is a great example of that. At SONIC, we spend a lot of time talking to our franchisees because it's often their ideas that drive innovation across the system."

About SONIC, America's Drive-In

SONIC®, America's Drive-In®, is the nation's largest chain of drive-in restaurants with more than 3,500 drive-ins serving approximately 3 million customers every day. Over the past 60 years, SONIC has delighted guests with signature menu items, more than 1 million drink combinations, friendly service by iconic Carhops and ongoing support of education through its award-winning Limeades for Learning® program. SONIC received top honors as America's "#1 burger quick service restaurant" in the 2013 Temkin Experience Ratings report. For more information about Sonic Corp. (NASDAQ/NM: SONC) and its subsidiaries, please visit www.sonicdrivein.com.

Customers can also connect with SONIC at facebook.com/sonicdrivein or on Twitter

@sonicdrive_in.

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