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SONIC®, America's Drive-In®, Strengthens Franchise Development Team

Bob Franke and Thomas Kessler Bring Decades of Experience to Support SONIC's Growth

OKLAHOMA CITY--(BUSINESS WIRE)-- SONIC (NASDAQ: SONC) today announced the expansion of its franchise development team with two additions to its management team: Bob Franke, senior vice president of franchise sales and international development, and Thomas Kessler, senior director of franchise sales. The move reinforces SONIC's commitment to bringing the SONIC experience to new franchisees and consumers domestically and beyond the U.S. borders.



Bob Franke, senior vice president of franchise sales and international development for SONIC Drive-In.
(Photo: Business Wire)

"New SONIC Drive-In development is a key part of our multi-layered growth strategy," said Cliff Hudson, chairman and chief executive officer of Sonic Corp. "With our unit economics, strong brand and highly differentiated experience, we're seeing significant development interest from current and new franchisees. By strengthening the team with seasoned pros like Bob and Thom, we're well-positioned to accelerate our growth."

Transitioning from his current role as senior vice president of franchise services for SONIC, Bob Franke brings more than 35 years of franchise experience to his newly created position on the franchise development team, which includes leadership of all aspects of franchise sales and transactions for U.S. and international development. Franke's career in the restaurant industry began at McDonald's Corporation, where he worked his way from crew member to managing director of McDonald's Europe and Latin America. He continued his career in senior management positions with companies such as Mrs. Fields Famous Brands and Epcon Franchising, the largest franchised home builder in the U.S.

Thomas Kessler joins Sonic Corp. from Cartwright Companies/Global GS3, where he worked as a global business advisor. Prior to his work with Cartwright Companies, Kessler served as the vice president of sales for RE/MAX International, where he led the company in sales for ten years. With more than 20 years of sales experience, Kessler looks forward to bringing the same work ethic and relationship-building skills to enhance and grow the SONIC brand.

Franke and Kessler will partner with restaurant industry and franchise veteran, Mike Gallagher, who joined the Sonic Corp. team in April 2012 and serves as vice president of development and franchising. Together, they lead a team of people driving a renewed franchising effort at SONIC.

Individuals interested in pursuing a SONIC are encouraged to visit sonicdrivein.com/franchise for more information.

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 [@sonicdrive_in](https://twitter.com/sonicdrive_in).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130508005221/en/>

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