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## **SONIC® Marries the Best Bites of Summer with New Pretzel Dogs**

### **For a limited time, guests can enjoy a premium beef hot dog, nestled in a warm, soft pretzel bun**

OKLAHOMA CITY--(BUSINESS WIRE)-- For a few glorious weeks this summer, when baseball season is in full swing, people will no longer face the age-old summertime dilemma of hot dog versus pretzel. Starting July 1 and for a limited time only, SONIC Drive-In (NASDAQ: SONC) will extend its popular line-up of hot dogs made with 100% beef to include two new Pretzel Dogs: the Cheesy Bacon Pretzel Dog and the Original Pretzel Dog, topped with mustard.

SONIC's new Pretzel Dogs feature premium beef hot dogs, nestled in a warm, soft pretzel bun. The Cheesy Bacon Pretzel Dog is topped with crisp bacon and warm melted cheese sauce, and the Original Pretzel Dog is topped with mustard. Both are available through August 11 at participating SONIC Drive-Ins nationwide.

The popularity of hot dogs and pretzels independently is undeniable. According to the National Hot Dog and Sausage Council, Americans consume 20 billion hot dogs per year, and more hot dogs are eaten on July 4 than any day of the year. It's also estimated that pretzels were invented in 610 A.D., making it one of the most enduring snack foods of all time. It's not often, however, that people are able to enjoy these snack foods in one delicious bite.

"Summer without hot dogs and pretzels is like summer without baseball or fireworks. It's just not right!" said James O'Reilly, chief marketing officer at Sonic Corp. "We're excited to bring these two items together into a snack — or a meal if paired with crispy Tots and a CreamSlush® — that signals summer has arrived at SONIC."

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"When we're working on a new menu item, our team is striving not only for the perfect flavor profile, but for a bite that actually strikes an emotional chord," said Chef Claes Petersson, vice president of product innovation at Sonic Corp. "We think we've nailed it with the Pretzel Dogs. You pull into the drive-in and take one bite, and it just feels like summer."

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 [sonicdrivein.com](http://sonicdrivein.com). Customers can also connect with SONIC at [facebook.com/sonicdrivein](https://www.facebook.com/sonicdrivein) or on Twitter @sonicdrive\_in.

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