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SONIC's 2013 Lifetime Service Award Presented to Two Long-Time Partners

S&S Promotions, Inc. and Charlie Haywood of Dr Pepper Snapple Group Recognized

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, presented Lifetime Service Awards to [S&S Promotions, Inc.](#) and Charlie Haywood, director of sales - food fountain service of Dr Pepper Snapple Group at the 2013 SONIC Convention last month in San Diego. The Lifetime Service Award winners are those that have made a significant investment not only in the SONIC brand but also in SONIC people. This award was given to S&S Promotions, Inc. because of its ability to change and evolve from a screen printing company to a digital company to an idea company, making it an ideal SONIC partner. Charlie Haywood received the award for his long-time dedication to the SONIC brand and his legendary focus on service.



From left to right: Clifford Hudson, chairman, chief executive officer and president of Sonic Corp.; Stephen Saak, chief executive officer and founder of S&S Promotions, Inc.; Sandi Stapleton, project manager customer service of S&S Promotions, Inc.; Scott Rider, president of S&S Promotions, Inc. and Omar Janjua, chief restaurant operations officer at SONIC. (Photo: Business Wire)

fastest growing inter-city businesses in the nation for three consecutive years by *Inc. Magazine*. The people of S&S Promotions, Inc. see themselves as a printing solution company, with fresh thinking, an investment in people and a passion for providing excellent customer service.

"We consider it to be a great privilege to support the SONIC brand," said Stephen Saak, chief executive officer and founder of S&S Promotions, Inc. "After years of working with SONIC and its franchisees, it's more than business now. It's about the relationships we've built, and will continue to build in the years to come."

Charlie Haywood has worked for the Dr Pepper brand for over 30 years, rising through the ranks to his current position as director of sales - food fountain service. He has devoted over 20 years to the SONIC brand, offering exemplary service and bringing unique partnership opportunities, like the DR PEPPER SONIC Games, an annual nationwide contest that judges each drive-in crew based on their knowledge of the brand and their job performance. This program increases employee retention and enthusiasm, and is beloved within the SONIC community.

"It has been a pleasure to work with SONIC for the last 20 years," said Charlie Haywood. "SONIC and Dr Pepper are great brands, and the partnership that has formed between them is something I am very proud of. I am honored by this award."

"The S&S Promotions team and Charlie Haywood are exemplary partners to SONIC, and each deserve this award for always going above and beyond to not only meet, but exceed our expectations," said Jim Lebs, vice president, supply chain for Sonic Corp. "Our partners at S&S took the initiative to improve our menu production process, resulting in a streamlined menu ordering system that benefits our franchisees and drive-ins immensely. Charlie spearheaded the DR PEPPER SONIC Games, which is an incredible training tool and motivator for our SONIC crews across the nation. Their passion for our business is why we've worked with them for over 20 years each, and we will continue to value them as part of the SONIC family."

Sharing a home base with SONIC in Oklahoma City, S&S Promotions, Inc. has been in the business for 41 years and has worked with SONIC for almost 20 years. It received the Metro 50 Award from the Greater Oklahoma City Chamber as one of Oklahoma City's fastest growing companies for six consecutive years, and was recognized as one of the 100

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. Customers can also connect with SONIC at facebook.com/sonicdrivein or on [Twitter @sonicdrive_in](https://twitter.com/sonicdrive_in).

About S&S Promotions, Inc.

S&S is a provider of point-of-purchase displays and signage for national and international companies for over 40 years. Centrally located in Oklahoma City, we emphasize dependable quality service and products, at competitive pricing. With every job, our goal is to build a relationship with the companies we serve that goes beyond what we produce.

Our staff, facilities and capabilities are second to none, and have earned numerous advertising, printing and industry awards. Most notably, we have been recognized with the OKC Metro 50 six years in a row, and the *Inc. Magazine* Inner City 100 distinction three years in a row.

At S&S Promotions, it's our clients that challenge us to stay on the leading edge. Using our creativity, technology and experience, we can deliver ideas and images that communicate, motivate and sell.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131003005385/en/>

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