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SONIC Drive-In's Upstate New York Expansion Swells with Agreement for Six New Drive-Ins in Syracuse and Watertown, N.Y.

Current Rochester franchisee doubles development plans before first location opens

OKLAHOMA CITY--(BUSINESS WIRE)-- Following a flurry of recent expansion news, [SONIC Drive-In](#) (NASDAQ: SONC) today announced yet another franchise development agreement for six new drive-ins in Syracuse, N.Y. and Watertown, N.Y. in the next four years. These new commitments are an expansion of an agreement reached in 2013 for five new drive-ins in the Rochester, N.Y. market by a franchise group led by local restaurateur Fran DeSimone. The group is so enthusiastic about opportunities for the brand in the area that they have more than doubled their commitment to the SONIC brand.



"The northern states are ripe with expansion opportunities for SONIC given the brand's relatively small footprint in the area combined with high customer awareness and pent-up demand - a result of our popular and effective national advertising," said Bob Franke, senior vice president of franchise sales and international development for Sonic. "In addition, we recently introduced an indoor dining prototype that is ideally suited for drive-ins in colder climates. Each location will still have the iconic drive-in stalls that our guests know and love, but will also feature a drive-thru and indoor dining room so they can come in out of the cold."

In addition to the iconic drive-in stalls and a drive-thru lane, the six new SONIC Drive-Ins planned for Syracuse, N.Y. and Watertown, N.Y. will offer a newly designed indoor dining room ideally suited for the colder climate. (Photo: Business Wire) includes leadership roles with the Panera Bread, Burger King and Taco Bell brands. Through a separate business partnership, DeSimone also currently serves as the franchisee for a leading fast-casual brand in the Rochester market. DeSimone's group is partnering with local investor David Taylor for this new agreement.

Fran DeSimone and his team bring valuable experience in both quick-service and fast-casual restaurants. DeSimone's experience

"Our first Rochester area drive-in is under development and we expect to open later this year, but our experience with SONIC has been so positive and the community reaction to SONIC so great that we decided to double our numbers and bring SONIC to Syracuse and Watertown," said Fran DeSimone, president of the local SONIC franchise. "Upstate New York has been exposed to SONIC's marketing and word-of-mouth for years, and is clamoring for the SONIC experience. We are thrilled to be the ones bringing it to such an enthusiastic and vocal community."

SONIC's one-of-a-kind menu, friendly Carhops and over one million drink combinations make it among the most differentiated concepts in the restaurant industry. For years SONIC has been a regional powerhouse, and current national expansion has created franchise opportunities nationwide. Individuals interested in pursuing a SONIC franchise are encouraged to visit [SonicFranchises.com](#) 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 [sonicdrivein.com](#). Customers can also connect with SONIC at [facebook.com/sonicdrivein](#) or on [Twitter @sonicdrive_in](#).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140205005266/en/>

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