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SONIC Drive-In Masters Six Sweet Flavors in New Blast Dessert

Iconic SONIC Blasts® get a makeover with premium candy and fruit mix-ins

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) has given a premium makeover to its fan-favorite SONIC Blast® with six all-new Master Blast® flavors. Customers who love SONIC's Real Ice Cream can take the guesswork out of creating perfectly blended confections of delicious fruit, cookies, candy and creamy Real Ice Cream by choosing one of six new masterfully mixed Master Blast flavors, including Triple Chocolate, Turtle Pecan, Pineapple Upside Down, Banana Split, Chocolate Chip Cookie Dough and Caramel Brownie.

[Click to Tweet:](#) @SONICDrive_In masters six sweet flavors in new Blast dessert

"Unlike some competitors, we offer Real Ice Cream and it's the foundation of every Blast flavor," said Chef Claes Petersson, vice president of product innovation at Sonic. "We took the already delicious Blasts and turned them up a notch with more flavors and candy textures our adventurous guests are going to love. Plus, our Master Blasts are always hand-mixed, made to order and customizable, guaranteeing each guest gets their perfect flavor."

Each Master Blast is prepared with Real Ice Cream layered with a choice of six masterfully hand-mixed options. The Triple Chocolate Master Blast or Turtle Pecan Master Blast - including caramel, chocolate and pecans - were crafted with chocoholics in mind. For those craving fruit flavors, the Banana Split Master Blast or Pineapple Upside Down Master Blast offer real fruit blended in a creamy form. The Chocolate Chip Cookie Dough Master Blast and Caramel Brownie Master Blast perfectly duplicate the deliciousness of bakery treats à la mode.

SONIC's Master Blasts go above and beyond to deliver the rich, creamy sweetness unavailable in other soft serve or store-bought, hard-frozen ice cream pints. With hand-mixed Real Ice Cream and mouth-watering candy additions, taste buds in drive-ins across the country will be delightfully surprised at the complex, gourmet flavors, made fresh and



SONIC Drive-In has given a premium makeover to its fan-favorite SONIC(R) Blast(R) with the all-new line of Master Blast(R) desserts. These perfectly blended confections of delicious fruit, cookies, candy and creamy Real Ice Cream come in six new masterfully mixed Master Blast flavors, including Triple Chocolate, Pineapple Upside Down, Banana Split, Chocolate Chip Cookie Dough, Caramel Brownie and Turtle Pecan (pictured here). (Photo: Business Wire)

delivered right to their cars.

Like every SONIC menu item, Master Blasts are available all day. Get them while they're cold.

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).

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