



September 25, 2014

## SONIC Named QSR Digital Brand of the Year

*SONIC digital marketing efforts secured 2014 RIZMY award at FSTEC NexGen conference*

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) was awarded the QSR Digital Brand of the Year Award at the Food Service Technology Conference & Showcase (FSTEC) NexGen conference in New Orleans. Presented by social media and marketing insights group DigitalCoCo, the Second Annual Restaurant Social Media Index (RIZMY) Awards recognize the best-performing brands in social media and digital work based on the largest collection of culinary, restaurant and hospitality industry data in the world.

The RIZMY Awards select finalist brands with the highest overall social and digital performance based on influence, sentiment and engagement with consumers online throughout multiple markets and countries. Out of 10,376 brands measured, finalists include brands from QSR, fast casual, casual dining and fine dining segments. SONIC is proud to accept the top award for the quick-service category.

"Social media and online engagement is increasingly important to the SONIC brand personality as we continue to look to create genuine connections with our guests in a way that is convenient and engaging," said James O'Reilly, chief brand officer at Sonic Corp. "Our digital marketing efforts have been growing rapidly, and we are extremely pleased to earn recognition in an area that is so important to our overall brand initiatives."

This is the first time SONIC has won an award at the RIZMYs. Last year, SONIC received a nomination for the 2013 Overall Brand of the Year thanks to rapid growth in engagement. Efforts led by Sonic's marketing team were supported by the company's social media agency, VaynerMedia, digital agency Undercurrent, and public relations agency of record, Cohn & Wolfe, which added to the brand's strength in 2014, earning the company the QSR Digital Brand of the Year Award nomination.

For more information on the Annual Restaurant Social Media Index, visit <http://rsmindex.com/>.

### **About SONIC, America's Drive-In**

SONIC, America's Drive-In, is the nation's largest drive-in restaurant chain serving more than 3 million customers every day. Nearly 90 percent of SONIC's 3,500 drive-in locations are owned and operated by local business men and women. Over the past 60 years, SONIC has delighted guests with signature menu items, more than 1 million drink combinations and friendly service by iconic Carhops. SONIC received top honors as America's "#1 burger quick service restaurant," ranking in the top 5 of all brands in the 2014 Temkin Experience Ratings report. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](http://sonicdrivein.com) or follow us on [Facebook](#) and [Twitter](#).

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