



September 29, 2014

SONIC Drive-In Adds Industry Veteran Harold Ceron to Lead Company Drive-in Operations

Ceron joins the team as senior vice president of SONIC Restaurants, Inc.

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, today announced the hiring of Harold Ceron to the position of senior vice president of SONIC Restaurants, Inc. (SRI), the arm of SONIC Corp. that operates all company locations. In the role, Ceron is responsible for leading the business, including overseeing operations, facilities, field marketing and risk management. He reports to Omar Janjua, president of SRI.



"Our company drive-ins make up about 10 percent of the SONIC system and play a vital role in the success of the entire system. In addition to contributing to our overall business results, we depend on these drive-ins for testing initiatives, products and procedures before roll-out to franchised locations," said Janjua. "Harold's exceptional career progression and restaurant background will serve as an asset to the SONIC brand."

Ceron joins SONIC from 7-Eleven, Inc., where he served as managing director, Europe and Latin America, working with each country's CEO and executive team to develop strategy and direction to drive profitable growth. Prior to his work with 7-Eleven, Harold spent almost 20 years with Yum! Brands, Inc., working his way up from Pizza Hut delivery driver to global director of KFC Operations, a role in which he provided leadership and direction to all field business units and restaurant support center functions for 8,900 restaurants in 115 countries.

"My varied experience across franchise organizations is especially applicable to SONIC at this point in its growth trajectory, and I am thrilled to be part of this talented leadership team to continue the upward swing," said Ceron.

Ceron graduated from California State University with a bachelor's degree in business administration and a minor in economics. He also earned his MBA in finance from CSU. He will be relocating to Oklahoma City where SONIC is headquartered from Frisco, Tex., with his wife and family.

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 or follow us on [Facebook](#) and [Twitter](#).

Restaurant industry veteran Harold Ceron will join Sonic as senior vice president of SONIC Restaurants, Inc. (SRI), the arm of SONIC Corp. that operates all company locations. (Photo: Business Wire)

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SONIC Drive-In

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