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SONIC Lightens Up Your Cup with Guilt-Free Line of Hand-Crafted Sodas

Always hand-delivered and now hand-crafted, SONIC rolls out something new in soda

OKLAHOMA CITY--(BUSINESS WIRE)-- Already known as the Ultimate Drink Stop® offering more than one million different customizable, made-to-order drink options, [SONIC® Drive-In](#) (NASDAQ: SONC) today introduced SONIC Splash™ Hand-Crafted Sodas, a new line of refreshing and guilt-free sodas that offer a lighter artisanal beverage option without sacrificing taste. SONIC Splash sodas are made to order to guests' exact taste specifications, starting with sparkling crystal clear, filtered water - a bubbly base for infused layers of real fruit or unique fruit flavors, culminating in a refreshing and low-calorie¹ beverage unlike anything you will find at other fast food restaurants.



SONIC guests can choose from fun flavors like Peach, Raspberry and Blackberry-Pineapple. Guests with more exotic tastes can opt for more distinctive signature flavors like Sunshine Berry™, a delicious mix of real strawberries, peach and fresh lemon, or Hawaiian Wave™, a beautiful blend of mango, real pineapple and fresh lime.

"Our guests are increasingly interested in drinks of a lighter variety, but still want something special when they pull into a SONIC stall or drive-thru - it's why they come to us," said Chef Claes Petersson, vice president of product innovation at SONIC. "We knew we had to continue to bring our consumers bold and original flavors, while balancing sweetness and fizz. As a result, our SONIC Splash Hand-Crafted Sodas satisfy the need for something special while still offering guilt-free hydration. Our culinary innovation team really nailed it- we are so proud of the flavors we've created!"

The new line of SONIC Splash Hand-Crafted Sodas is a permanent addition to the SONIC drink lineup, and is completely customizable to meet guest tastes - just like all drinks, meals, snacks and desserts on the SONIC menu. Guests can enjoy SONIC Splash for half price during SONIC's daily happy hour or during Morning Drink StopSM when large soft drinks and Slushes are only \$.99 before 10 a.m.

With a lineup of better-for-you options including grilled chicken sandwiches and wraps, apple slices, diet soda, juices and milk, SONIC Splash Hand-Crafted Sodas represents yet another step towards offering a more comprehensive selection of menu items for guests, while maintaining the unique twist and nostalgia that makes the SONIC experience so special.

About SONIC, America's Drive-In

SONIC today introduced SONIC Splash(TM) Hand-Crafted Sodas, a new line of refreshing and guilt-free sodas that offer a lighter artisanal beverage option without sacrificing taste, including distinctive signature flavors like Sunshine Berry (TM), a delicious mix of real strawberries, peach and fresh lemon. (Photo: Business Wire)

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](#).

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

¹ 0 to 50 calories per 8 fl. oz. serving.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141028005106/en/>

SONIC Drive-In

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