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SONIC and Kevin Durant Team up for All-Star Partnership

America's Drive-In signs multi-year endorsement deal with 2014 NBA MVP

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) today announced it has reached a multi-year endorsement agreement with Kevin Durant - the 2014 NBA MVP, five-time NBA All-Star, Olympic gold medalist and Male Athlete of the Year ESPY Award winner - as a national brand ambassador to collaborate on the development of balanced menu items and promoter of co-branded philanthropic efforts.



"SONIC is a great national brand with charitable ties that match my own," said Durant. "I'm excited to have the chance to work with them to create healthier and affordable options for people across the country and to have some fun with the process."

As part of the agreement, Durant will work with SONIC on the development of new, healthier menu options, make several scheduled appearances, collaborate on social media and play a pivotal role in national television ads, complementing SONIC's long-running, iconic Two Guys advertising campaign. Durant and SONIC will also work together supporting one another's charitable programs, with Durant lending a hand to SONIC's [Limeades for Learning](#) initiatives and SONIC providing support to the Kevin Durant Charity Foundation.

Kevin Durant and SONIC Chairman and CEO Clifford Hudson discussing the new all-star partnership between 2014 NBA MVP Durant and SONIC, America's Drive-In. (Photo: Business Wire)

model," said Clifford Hudson, chairman, chief executive officer and president of Sonic Corp. "He's an enthusiastic SONIC fan and a great fit for our brand personality. We're thrilled he's part of the SONIC team."

"Kevin Durant is a world-class athlete and a star of SONIC's hometown basketball team, but just as importantly he's also a stellar role

player." Hudson said. "He's an enthusiastic SONIC fan and a great fit for our brand personality. We're thrilled he's part of the SONIC team."

A heavily recruited high school prospect, Kevin Durant attended the University of Texas at Austin where he would become the first freshman ever named Naismith College Player of the Year in 2007. Durant was drafted second overall in the 2007 draft by the Oklahoma City Thunder franchise. Since then, Durant has blossomed into one of the best basketball players in the world, participating in five all-star games, winning an Olympic gold medal in 2012, leading the Thunder to the 2012 NBA Finals and winning both the NBA MVP Award and Male Athlete of the Year ESPY Award in 2014.

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](#).

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