

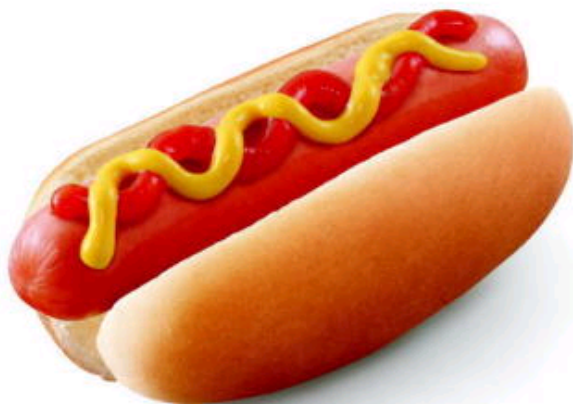


January 8, 2015

SONIC Bolsters Snack Offerings with New Lil' Doggies® and Lil' Chickies™

The ultimate hot dog destination is adding a mini-twist with a big bite

OKLAHOMA CITY--(BUSINESS WIRE)-- A common destination for snack lovers any time of day, [SONIC® Drive-In](#) (NASDAQ: SONC) today announced the addition of Lil' Doggies and Lil' Chickies, new mini-sized hot dogs and chicken sandwiches perfect for a quick snack or meal. Gone in just a few bites, the Lil' Doggies and Lil' Chickies will satisfy any appetite with loads of flavor and protein. Like all of the SONIC menu items, these new options are offered all day, and add to an already robust menu of snackable choices.



SONIC's new classic Lil' Doggie topped with ketchup and yellow mustard (Photo: Business Wire)

"At SONIC, we've created a menu that offers our guests the opportunity to create a full meal or just stop in for a snack, and we wanted to strengthen that option for our guests," said Chef Claes Petersson, vice president of product innovation of Sonic Corp. "With the success of our hot dogs and chicken offerings, we were able to create these craveable Lil' Doggies & Chickies that give big flavors in just a few bites."

Starting at \$1.29, SONIC's Lil' Doggies come in three different flavors including a Chili Cheese Lil' Doggie™ topped with warm chili and melted cheddar cheese; a classic Lil' Doggie topped with ketchup and yellow mustard; and a Baja Jalapeno & Chili Lil' Doggie topped with chili, spicy cheese sauce and jalapenos.

Along with the Lil' Doggies, SONIC guests can also mix and match their meal with the all new Lil' Chickies, mini chicken sandwiches, made with 100% all-white meat crispy chicken, that pack a flavorful punch. Guests can enjoy a Classic Lil' Chickie™ with pickles and mayo; a BBQ Lil' Chickie with Hickory BBQ sauce and pickles; or a Buffalo Lil' Chickie with SONIC's tangy Buffalo sauce.

For the ultimate hearty meal found at SONIC, guests can pair any combination of Lil' Doggies or Lil' Chickies with Tots and a SONIC drink, or enjoy as a side or snack any time of day, but only for a limited time.

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 1.3 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150108005154/en/>

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