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SONIC Drive-In to Enter 45th State, Rhode Island, with Plans for 20 to 25 Locations

SONIC signs two Rhode Island agreements and continues to search for additional franchisees

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) today announced two new agreements for franchise development in Rhode Island, the 45th state for the expanding brand. A mainstay in the South and Central Plains, SONIC is swiftly expanding in the Northeast to meet ever-growing demand through strategic franchise partnerships.

The first new SONIC franchisee for Rhode Island will bring the state its first SONIC Drive-In to the Providence, R.I., market in mid-2015, with plans for more down the line. The second new franchisee is planning to bring two new drive-ins to the state in the next few years. Beyond this initial growth, the brand is still actively seeking interested entrepreneurs in the state.

"What SONIC has to offer to potential partners is rare in this industry; our 60-year brand history and our strong franchise-centric business model makes us a great choice for entrepreneurs interested in building a business with an established, respected brand," said Bob Franke, senior vice president of franchise sales and international development for SONIC. "We're seeing strong demand for SONIC coast to coast due to our successful national advertising campaign and positive word-of-mouth, and recent openings in the Northeast have been phenomenal, signaling that the market is primed for additional drive-ins. In addition, our four consecutive years of same-store sales growth in what has been a challenging environment for other restaurant brands makes SONIC an attractive business for those looking to delve into the restaurant industry."

To fuel additional expansion in the Northeast, SONIC development executives will be in Boston for Franchise Discovery meetings. They will also be participating in the [New England Food Show March 15 to 17, 2015 in Boston](#), engaging with potential franchisees at the region's largest trade event for restaurants, retailers and foodservice professionals as the only franchise restaurant brand. Individuals interested in pursuing a SONIC franchise are encouraged to visit [sonicfranchises.com](#) for more information on qualifications and brand support. To schedule an in-person Franchise Discovery meeting in Boston email sonicfranchises@sonicdrivein.com.

Always a drive-in at heart, SONIC is ready to work with franchisees to find a building solution to match their needs and the needs of their guests. SONIC offers franchisees flexibility with multiple drive-in formats, including: the traditional drive-in model with 14 to 29 dining stalls and a drive-thru; conversions, renovating existing restaurant buildings to create unique drive-ins; the counter service model, offering customizable footprints to fit a variety of indoor spaces; and indoor dining formats that allow guests to experience SONIC in multiple ways - either in their cars, at the drive-thru or seated at a table inside. As SONIC expands into new regions including the Northeast, this design has been adapted when entering into colder climates. The new Rhode Island drive-ins will feature an indoor dining area to fit the needs of its guests year-round, making SONIC a great destination any month of the year.

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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