



September 1, 2015

SONIC® Gives Fans a Reason to Celebrate with New Ice Cream Cake Shakes and Ice Cream Cake Waffle Cones

Made with SONIC's Real Ice Cream, SONIC Offers the Ultimate Cake Experience

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](http://www.sonicea.com) (NASDAQ: SONC) is giving cake fans across the nation another reason to celebrate any time of day or night with new Ice Cream Cake Shakes and Ice Cream Cake Waffle Cones.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150901005222/en/>



SONIC's latest frozen creations are available in three indulgent options including Vanilla Birthday Cake, Oreo® & Cake, and Strawberry Shortcake. Each cake flavor starts with SONIC's rich and creamy Real Ice Cream and then layered with decadent real cake pieces and cake batter flavor either hand-mixed in a shake or settled on top of a crispy waffle cone.

"Our team of culinary experts are always whipping up innovative new flavor combinations to ensure our guests have something new to try every time they visit the drive-in," said Todd Smith, chief marketing officer for SONIC Corp. "These fun cake flavors provide a delicious celebration anytime, all in one bite."

Beyond the new ice cream cake flavors, guests can also order one of SONIC's creamy and delicious Master Shake flavors all made with SONIC's Real Ice Cream and hand-mixed right when you order. Enjoy other unique options like Strawberry Cheesecake, Peanut Butter Fudge and Oreo® Chocolate.

SONIC's Ice Cream Cake Shakes and Ice Cream Cake Waffle Cones are available for a limited time only, so head to your local drive-in and try one today.

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. To learn more

Oreo® & Cake Waffle Cone (Photo: Business Wire)
about Sonic Corp. (NASDAQ/NM: SONC), please visit sonicdrivein.com or follow us on [Facebook](https://www.facebook.com/sonicdrivein) and [Twitter](https://twitter.com/sonicdrivein).

SONC-M

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20150901005222/en/>

SONIC Drive-In
Matthew Young, 512-542-2802
Matthew.Young@cohnwolfe.com
or

Christi Woodworth, 405-225-5600
Vice President of Public Relations
Christi.Woodworth@sonicdrivein.com

Source: SONIC Drive-In

News Provided by Acquire Media