



May 31, 2016

## SONIC® Unveils New \$5 SONIC Boom Box™ Special

*America's Drive-In to delight guests with new summer promotion and coneys*

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](http://www.businesswire.com/news/home/20160531005060/en/) (NASDAQ: SONC) is offering guests the ultimate summer special with the all-new \$5 SONIC Boom Box\*. The \$5 SONIC Boom Box includes the choice of any delicious premium beef 6-inch Hot Dog, a Junior Deluxe Cheeseburger, crispy medium Tots or Fries with a refreshing medium Fountain Drink or Tea.

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

<http://www.businesswire.com/news/home/20160531005060/en/>



Loaded Bacon Ranch Chili Cheese Coney (Photo: Business Wire)

bacon deliciousness. Customers can choose from three new flavors like the Bacon Chili Cheese Coney, Loaded Bacon Ranch Chili Cheese Coney or the Spicy Bacon Chili Cheese Coney. Other 6-inch Hot Dog options include the regular Chili Cheese Coney, New York Hot Dog, All-American Dog and Chicago Dog.

"Chili, cheese and bacon together deliver a mouthwatering combination of tasty flavors perfect for a hot dog," said Scott Uehlein, vice president of product innovation and development for SONIC. "No one else can turn the everyday hot dog eating experience into a feeling of unrestrained delight like SONIC."

The \$5 SONIC Boom Box special and Bacon Lover's Chili Cheese Coneys are available all day, but only for a limited time. Grab yours today while you can!

\*Tax not included. See menu for details.

### **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 more than 60 years, SONIC has delighted guests with signature menu items, more than 1.3 million drink combinations and friendly service by iconic Carhops. Since the 2009 launch of SONIC's [Limeades for Learning](http://limeadesforlearning.com) philanthropic campaign in partnership with DonorsChoose.org, SONIC has donated more than \$5 million to public school teachers nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in today's youth. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](http://sonicdrivein.com) and please visit or follow us on [Facebook](https://www.facebook.com/sonicdrivein) and [Twitter](https://twitter.com/sonicdrivein). To learn more about SONIC's Limeades for Learning initiative, please visit [Limeadesforlearning.com](http://limeadesforlearning.com).

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