



October 21, 2016

## SONIC Drive-In Announces New Senior Director of Franchise Sales and Development

*Development team continues to recruit top talent for accelerated national growth*

OKLAHOMA CITY--(BUSINESS WIRE)-- Today [SONIC® Drive-In](#) (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, announced the hiring of Sam Wong, new senior director of franchise sales and development. Wong will work with the existing franchise sales team to further accelerate the expansion momentum of the SONIC brand, bringing business opportunities to existing and new markets nationwide. As a national brand with more than 3,500 drive-ins in 45 states and a future opening in the state of Hawaii, SONIC is a nationally recognized and beloved brand with a growing footprint and considerable territory for additional expansion throughout the U.S. In the coming year, Wong will be instrumental in contributing to the company's development pipeline.

Based in Irvine, Calif., Wong's new role as senior director of franchise sales and development will consist of leading franchise development for states including California, Oregon and Washington, with priority markets including Boston, Chicago, Cleveland, Minneapolis, Philadelphia and Pittsburgh. Wong will work to educate potential franchisees on what makes SONIC an exceptional business opportunity, emphasizing the culture, great people, strong brand, differentiated menu and unique drive-in model.

"Sam is a strong salesman with relevant experience that will greatly benefit our team as we continue to grow toward our development goals," said Drew Ritger, senior vice president of development. "SONIC is a national brand with more than 3,500 drive-in locations, and our entire development team is focused on expanding the brand to fans across the U.S. by offering a differentiated franchise concept to interested entrepreneurs in markets large and small. Sam will help us do this."

Prior to joining SONIC, Wong worked as the senior director of development for Dairy Queen Corporation where he was responsible for leading retail store development for the brand, developing franchise sales and real estate strategy to deliver growth and financial return. Before Dairy Queen, Wong worked as the director of development for Popeyes Louisiana Kitchen where he was responsible for directing the real estate and construction team in the execution of development strategies, new store development for corporate and franchise locations and brand growth.

SONIC's highly differentiated menu, pent-up demand in new markets and an energetic development pipeline make this national brand a strong contender for franchisee attention and an attractive business venture for entrepreneurs interested in the restaurant and QSR space. Always a drive-in at heart, SONIC partners with franchisees to find a building solution to match their needs and the needs of guests. SONIC enjoys multiple long-term and legacy franchisee relationships and provides an unparalleled level of support at every stage of development. SONIC offers franchisees flexibility with multiple drive-in formats, including: the traditional drive-in model with dining stalls and a drive-thru; conversions of existing restaurant buildings to create unique drive-ins; the counter service model, offering customizable footprints to fit a variety of 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.

Individuals interested in pursuing a SONIC franchise are encouraged to visit [sonicfranchises.com](http://sonicfranchises.com) for more information on qualifications and brand support. To schedule an in-person Franchise Discovery meeting, email [sonicfranchises@sonicdrivein.com](mailto:sonicfranchises@sonicdrivein.com) or call 1.800.569.6656. Those with questions can also reach Sam Wong directly at 949.769.3979 or Lori Osley, senior director of franchise sales, at 405.225.4604.

### **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](#) philanthropic campaign in partnership with DonorsChoose.org, SONIC has donated more than \$6 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](#) and [Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit [Limeadesforlearning.com](http://Limeadesforlearning.com).

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