

America's Drive-In Celebrates National Hot Dog Day with \$1 Hot Dogs

SONIC is Calling All Hot Dog Lovers on July 19

OKLAHOMA CITY--(BUSINESS WIRE)-- <u>SONIC® Drive-In</u> (NASDAQ: SONC) is honoring National Hot Dog Day by offering six-inch All-American Hot Dogs and Chili Cheese Coneys for \$1 all day - an annual celebration for hot dog lovers.*

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170717005042/en/



SONIC All-American Hot Dogs (Photo: Business Wire)

The All-American Dog features a six-inch, grilled premium beef hot dog topped with classic condiments including ketchup, yellow mustard, relish and chopped onions. The Chili Cheese Coney features a six-inch, grilled premium beef hot dog with chili and melty cheddar cheese. Both hot dogs are served in a warm, bakery bun.

"Hot dogs have been a guest favorite for more than 60 years, and nothing says summer like National Hot Dog Day," said Alicia Mowder, senior director of brand marketing at SONIC. "We are delighted to offer this special to guests to join the celebration with friends and family at their local SONIC."

For the ultimate summer meal, guests can pair the All-American Dog or Chili Cheese Coney with Tots and an Iced Tea with Peach. Whether it's lunch, dinner, or anything in between, there is no better way to spend the one day dedicated to one of America's most-loved and favorite foods.

This offer is only available on Wednesday, July 19, 2017 and limits five hot dogs per customer, so head to a drive-in near you and experience irresistible waves of flavor in every bite.

*Tax not included. Add-Ons cost extra. Hot dogs are approximately 6" precooked. 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 approximately 3 million customers every day. More than 90 percent of SONIC's 3,500 drive-in locations are owned and operated by local business men and women. For 64 years, SONIC has delighted guests with signature menu items, 1.3 million drink combinations and friendly service by iconic Carhops. Since the 2009 launch of SONIC's Limeades for Learning[®] campaign in partnership with DonorsChoose.org, SONIC has donated \$8.4 million to public school teachers' classrooms nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in their students. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit sonicdrivein.com and please visit or follow us on Facebook and Twitter. To learn about SONIC's Limeades for Learning initiative, please visit LimeadesforLearning.com.

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