

Sonic Corp. Logo

Jane Krakowski and Ellie Kemper Join Forces Behind the Wheel to Launch New SONIC Campaign

March 5, 2018

Television and Film Stars and SONIC "Two Guys" collaborate in commercial spots

OKLAHOMA CITY--(BUSINESS WIRE)--Mar. 5, 2018-- [SONIC® Drive-In](#) (NASDAQ: SONC) brings the laughter with the launch of a new take on its iconic advertising campaign featuring comedic powerhouses Jane Krakowski and Ellie Kemper. In collaboration with the iconic "Two Guys" – consisting of improvisational comedians Peter Grosz and T.J. Jagodowski – the two pairs will be showcased in TV and online advertising while enjoying one-of-a-kind SONIC menu items from the front seats of their cars.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180305005428/en/>

"Jane and Ellie are the ideal pair to cast for this new chapter of the campaign with their strong representations of our brand personality and they bring a fresh female perspective," said Lori Abou Habib, chief marketing officer for SONIC. "They exude the brand's good-natured and fun-loving culture with their lively humor, in addition to being SONIC fans themselves. Jane and Ellie radiate authentic personalities ideal for the SONIC brand and audience."

For more than a decade, the "Two Guys" have been synonymous with the brand's amusing and energetic strategy to advertising. Krakowski and Kemper join the comedic, iconic campaign to mark an evolution of the SONIC commercials showcasing female comedians.

"Ellie and I have been the biggest fans of SONIC – and the hilarious commercials – for years. When we were presented with the opportunity to join a campaign that fully embraces comedy and improv, we knew right away this was going to be fun," said Jane Krakowski. "We have always appreciated the comedy that Peter and TJ have brought to the SONIC ads and Ellie and I are honored to be the first female comedy duo to be in the SONIC car."

The new commercial spots will feature upcoming SONIC products and promotions including the launch of the SONIC Signature Slingers, new cheeseburgers starting under 350 calories made with three simple ingredients: 100-percent pure beef blended with savory mushrooms and bold seasoning, becoming the first of its kind in fast food*.

"Joining the ranks of Peter and TJ feels momentous," said Ellie Kemper. "Jane and I are so excited to share our take on a couple of friends hanging out at SONIC."

Additionally, the spots will feature exciting new products throughout the summer and the SONIC Nights promotion, offering Half-Price Floats, Shakes and Ice Cream Slushes all made with SONIC's Real Ice Cream, after 8 p.m. every day, starting today, March 5**.

*See menu for details

** For a limited time only at participating SONIC® locations. 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. Nearly 94 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 philanthropic campaign in partnership with DonorsChoose.org, SONIC has donated \$9.5 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 and please visit or follow us on [Facebook](#) and [Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit LimeadesforLearning.com.

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