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For Immediate Release

January 2, 2003

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***Pucker up pickle lovers!
Sonic Pickle-O's™ are back for a limited time***

(OKLAHOMA CITY) — To kick off its 50th birthday celebration in 2003, Sonic Drive-In will delight billions of taste buds and millions of customers by bringing back its famous Pickle-O's™ as a limited time offer in January.

A Sonic blast from the past, Pickle-O's are sliced dill pickles, breaded and cooked to a golden brown. Served hot with tangy yellow mustard or cool ranch dressing, Pickle-O's are a crispy, one-of-a-kind taste sensation.

“What better way to kick off Sonic's 50th birthday celebration than to bring back Pickle-O's as a complement to January's Brown Bag Special, which features two Sonic Burgers, two large fries and two medium drinks,” said Pattye Moore, president-Sonic Corp. “Over the years, we've heard from loyal customers who would like us to bring Pickle-O's back. Now, we're delighted to do so for a limited time.”

While Sonic didn't invent the pickle, bringing back Pickle-O's for a limited time to begin Sonic's 50th birthday celebration allows everyone to savor the chain's unique history of providing fun, unique products and personal carhop service since 1953.

Origin of Pickle-O's

- The battered, cooked pickle as a side item was invented in the early 1960s by Bernell Austin at the Duchess Drive-In in Atkins, Ark., according to Lucy Norris, faculty development aide at New York University and master's candidate in food studies, who recently wrote “Pickled,” a book documenting America's infatuation with all things pickled. Atkins, Ark. was home to a major pickle processing plant, the Atkins Pickle Company, which seemed to be the inspiration for Mr. Austin's fried pickles.
- Sonic's Pickle-O's made their debut in 1968 when Sonic Drive-In operators Charles DeGraffenreid and Gil Rutledge experimented with recipes and hit upon a combination they loved. The menu price was 25 cents for 12 Pickle-O's.

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A brief history of the pickle

- Pickle history began sometime around 2030 B.C., when inhabitants of Northern India brought cucumber seeds to the Tigris Valley. Soon, cucumber vines were sprouting throughout Europe. Shortly thereafter, people learned to preserve the fruits of their labor by pickling them in salty brine. By the 17th century, the crunchy pickled cucumber had made its debut in the New World. Early colonists grew so fond of them that in 1820, Nicholas Appert constructed the first pickle plant in America.
- America was named for a pickle peddler – Amerigo Vespucci. He was a ships chandler, outfitting vessels scheduled for long explorations with vitamin C-packed pickled vegetables -- particularly cucumbers – to prevent scurvy among crew members.
- Pickles played a part in folk medicine. Many people believed that sour pickles helped balance the acid-alkaline content of the body and destroy bacteria in the digestive tract.
- Now in their 4,000th year, pickles are big business. North Carolina and Michigan are the prime purveyors of pickled produce. And because Americans are so passionate about pickles, pickle packers everywhere continue to work hard to produce pickle products to please even the pickiest palate.

Source: www.ilovepickles.org

About Sonic:

Sonic (Nasdaq/NM: SONC), celebrating its 50th birthday in 2003, started as a hamburger and root beer stand in Shawnee, Okla., and has grown to more than 2,500 drive-ins in 30 states. Sonic is the nation's largest chain of drive-in restaurants and more than a million people eat at Sonic Drive-Ins every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at www.sonicdrivein.com.

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