



News Release

SONIC CORP. • 101 Park Avenue • Oklahoma City, Oklahoma 73102 • (405) 280-7654

Contact: W. Scott McLain
Senior Vice President and
Chief Financial Officer
(405) 280-7507

SONIC SET TO EXPAND BREAKFAST SYSTEM-WIDE

Company Updates Second Quarter Performance

OKLAHOMA CITY (February 25, 2003) – Sonic Corp. (Nasdaq/NM: SONC) today announced that it plans to expand its breakfast program across the company's entire system. Currently, Sonic offers its breakfast menu at about one-half of its chain. The Company expects to complete this rollout, which will cover approximately 1,300 stores in 68 markets, by the end of March.

Clifford Hudson, Sonic's Chairman and Chief Executive Officer, said, "We view breakfast as part of an ongoing strategy to better penetrate under-served day parts and increase our average unit volumes. At the 400 drive-ins now on this program for the second or third years, sales during the morning day part are averaging more than 10% of total sales. Apart from this success, our decision to expand the program to all Sonic Drive-Ins also reflects continued operator enthusiasm, as well as strong customer response to the unique new breakfast products and to full-menu availability all day long. In addition, this rollout to the rest of our chain will allow us to use our system-wide marketing resources more effectively to promote this new day part."

Separately, Sonic said estimated system-wide same-store sales during the second quarter are slightly below the company's target-range increase of 1% to 3% as a result of adverse weather in many markets, particularly during the latter part of January and February, and lingering weakness in consumer sentiment. The company said it expects to report net income of \$0.20 per diluted share for the second fiscal quarter ending February 28, 2003, in line with the analysts' consensus estimate for the period. Sonic reported net income of \$0.17 per diluted share in the second quarter last year. The company expects to report second quarter results during the last week of March 2003.

This press release contains forward-looking statements within the meaning of the federal securities laws. There are certain important factors that could cause actual results to differ materially from those anticipated by the statements made herein. Among the factors that could cause actual results to differ from predicted or expected results are: delays in opening new stores because of weather, strikes, local permitting or other reasons; increased competition; cost increases or shortages in raw food products; and the possibility of unforeseen events affecting the industry generally. The company undertakes no obligation to publicly release revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unforeseen events, except as required to be reported under the rules and regulations of the Securities and Exchange Commission.

Sonic Corp. franchises and operates the largest chain of drive-in restaurants in the United States. For more information about the company, visit Sonic's website at sonicdrivein.com.

-END-