



For Immediate Release

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## **It's All Fun and Games at Sonic Drive-In for its 50<sup>th</sup> Birthday Party**

(OKLAHOMA CITY) – A birthday party isn't complete without presents and games! That's why Sonic Drive-In is celebrating its 50<sup>th</sup> birthday with the Peel-A-Present game on large and Route 44<sup>®</sup> Big Drink™ cups, offering customers the opportunity to receive one of 40 million presents.

Beginning June 1, every customer who purchases a large drink or Route 44 Big Drink gets a Sonic Drive-In 50<sup>th</sup> Birthday Peel-A-Present game piece. Simply peel off the attached game piece from the cup to instantly reveal the present.

“A birthday is about three things: fun, presents and games; and at Sonic Drive-In, that's what we have in store for millions of Sonic customers as we celebrate our 50<sup>th</sup> birthday,” said Pattye Moore, president-Sonic Corp. “We know our customers will enjoy the unique personality in the messages under each game piece. For instance, the winning Cherry Limeade message reads, ‘No cherries were harmed in the making of this drink.’”

Sonic customers will peel and be surprised with one of 40 million presents and food offers, including:

- Four 2003 Ford<sup>®</sup> Mustang Convertibles
- 56 Classic '65 Convertible Go-Karts
- 282 “Fuel for a year” cards
- 282 MP3 Players
- 20 million free food offers
- 20 million discount food offers

Visit your nearest Sonic Drive-In to participate in the game. For official game rules, log on to [www.sonicdrivein.com](http://www.sonicdrivein.com) for details.

Celebrating its 50<sup>th</sup> birthday in 2003, Sonic (NASDAQ/NM: SONC) originally started as a hamburger and root beer stand in Shawnee, Okla., called Top Hat Drive-In, then later changed its name to Sonic. The first drive-in to adopt the Sonic name is still serving customers in Stillwater, Okla. Sonic now has more than 2,600 drive-ins in 30 states, and is the nation's largest chain of drive-in restaurants with more than a million customers eating at Sonic Drive-Ins every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at [www.sonicdrivein.com](http://www.sonicdrivein.com).