



For Immediate Release

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Sonic Drive-In Fan-demonium!

Sonic Drive-In names Beverly Harris as the Ultimate Sonic Fan

(Oklahoma City) – How is Sonic Drive-In celebrating its 50th birthday? By giving one loyal Sonic customer the ultimate party favor – a trip to Hawaii! Following an exhaustive national search, Sonic Drive-In has named Beverly Harris from Frisco, Texas, as the Ultimate Sonic Fan. Harris and a guest receive an all-expense paid trip to Hawaii to attend Sonic’s 50th birthday party at its National Convention Sept. 17-19, where she will be recognized as the Ultimate Sonic Fan by Sonic executives, operators and franchisees.

For its 50th birthday celebration, Sonic Carhops and crew members were asked to nominate their drive-in’s very best customer this spring. A panel of judges at Sonic Corp. selected Harris from nearly one thousand candidates.

“I am so honored to earn the distinction of Ultimate Sonic Fan,” said Harris. “Sonic is truly a part of my family’s life, from sponsoring little league baseball and gymnastic fund-raising events for my three kids, to serving me Route 44 Big Drink[®] Dr Pepper[®] four times a day. We appreciate all of the support and love the folks at Sonic share with us.”

Harris teaches severely disabled children at a local elementary school and is always giving her time to help care for her students and others. In her spare time, she makes crafts and treats for her friends in the community, including the crew members at Sonic. Most recently, she sewed poodle skirts for the Carhops to wear in celebration of Sonic’s 50th birthday.

During the past 50 years, Sonic has built personal relationships with a base of loyal customers. The search for the Ultimate Sonic Fan gave Sonic the opportunity to collect heart-warming tales of Sonic memories from its most dedicated customers. In an effort to recognize 50 years of success, Sonic wanted to say “thank-you” to its 50 most loyal customers and to the Ultimate Sonic Fan.

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“Sonic is thrilled to announce Beverly Harris as the Ultimate Sonic Fan,” said Pattye Moore, president-Sonic Corp. “We consider our customers a part of our Sonic family. Beverly is a tribute to the all of the customers and crew members who make Sonic a great gathering place.”

“Beverly’s giving nature is an inspiration to the crew, and her presence encourages them to be the best they can be,” said Mike Lewis, partner of the Frisco Sonic Drive-In (7630 Preston Rd.). “We’re truly lucky to have her as a customer.”

Celebrating its 50th 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.

Editor’s note: For a list of the top 50 Ultimate Sonic Fans, including favorite order and most memorable Sonic moment, visit Sonic’s newsroom at www.sonicdrivein.com.

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