



# News Release

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## **Sonic Corp. Announces Executive Team Changes In Company-Store Business, Marketing and Brand Development**

OKLAHOMA CITY (August 12, 2003) – Sonic Corp. (NASDAQ/NM: SONC), the nation's largest chain of drive-in restaurants, is pleased to announce the promotion of Mike Perry to Senior Vice President-Sonic Restaurants, Inc. (SRI), the company's restaurant-operating division. In addition, the company announced that Greg Haflich has been named as the new Vice President-Marketing and Brand Development for Sonic Industries, the company's franchise division.

In his new role, Perry will oversee all aspects of SRI operations. As of May 31, SRI operations total 490 Sonic Drive-Ins located in 14 states. Perry joined the company in 1998 as Vice President-Operations Services, moving into the role of Vice President-Franchise Services in 1999.

Perry's 25-year career has been spent in multi-unit restaurant operations for a number of successful brands. Prior to joining Sonic, Perry served as Region Vice President for Au Bon Pain. In addition to his work at the coffee specialty retailer, Perry also worked at Taco Bell. While at Taco Bell, Perry oversaw restaurant operations for over 700 restaurants spanning eight states and Western Canada.

Haflich will be responsible for overseeing marketing, creative, production, media, market research and product development for the brand in the Vice President-Marketing and Brand Development position.

Haflich leaves his position of seven years as Senior Vice President on the Sonic Drive-In account at Kansas City-based Barkley Evergreen & Partners, Inc., the advertising agency of record for Sonic. During his tenure on the Sonic account, Haflich led the strategic direction of the brand, managed field account services and worked closely with the Sonic franchise community.

Haflich brings to Sonic more than 25 years of marketing expertise. In addition to Sonic, he has directed marketing strategies for national QSR (quick-service restaurant) brands including KFC and Pizza Hut. His experience also includes creative, production and account management with Bernstein Rein Advertising, Valentine Radford, Barickman/Doyle Dane Bernbach, all of Kansas City and Houston-based RSBC/Y&R.

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As a result of this change in responsibilities for Perry, Sonic has also taken the opportunity to realign and reorganize resources against other key areas of the business. Eddie Saroch, Vice President-Operations for SRI, has been promoted to Vice President-Field Services.

Saroch joined Sonic in 1995 as Director-Operations for SRI. In 1998, he was promoted to Regional Vice President-SRI Operations. Three years ago, Saroch moved to Field Services as a Regional Vice President, overseeing franchise operations in the West Region. He returned to SRI in October of last year as Vice President-SRI Operations. Prior to joining Sonic, Saroch was with Hardees for 15 years in restaurant operations.

Diane Prem, Vice President-Operations, will take on the new responsibility of overseeing Sonic's Quality Assurance program, in addition to her long-standing oversight of drive-in level operations and training. As well, Rick McElhaney, Vice President-New Franchise Services, will lead a multi-functional team that focuses on integrating resources to ensure the long-term success of new franchisees in addition to the successful development of new markets.

"We are quite pleased with the enhancements, in terms of talent and experience, to our executive team," said Cliff Hudson, Chairman and Sonic's Chief Executive Officer. "Each of these individuals has a deep understanding of our brand which translates into great passion for our business."

Celebrating its 50<sup>th</sup> birthday in 2003, Sonic 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 2,650 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).

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