

For Immediate Release



September 25, 2003

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**El Paso, Texas Sonic Drive-In Wins Gold at
2003 Dr Pepper Sonic Games “Adventure in Paradise”**

(OKLAHOMA CITY) – The El Paso Sonic Drive-In rolled into America’s Playground to take customer service to a new level as they competed in the 2003 Dr Pepper Sonic Games “Adventure in Paradise,” bringing home the Gold medal and enjoying the ultimate reward, a trip to Hawaii.

Twelve Sonic Drive-In crews skated into Las Vegas, Sept. 14-15 to compete against each other for the title of top drive-in. All 12 teams headed to Sonic’s 50th Birthday National Convention in Honolulu, Hawaii, Sept. 16-20 to collect their awards. Seven crew members from the El Paso Sonic Drive-In earned the Gold medal.

“The Dr Pepper Sonic Games gave the crew an incredible learning experience they can apply to their future careers,” said Cindy Cavazos, manager of the number one Sonic Drive-in in the nation from El Paso, Texas. “For the past 10 months, each crew member has exceeded our customers’ expectations, and that effort has paid off. Trips to Las Vegas and Hawaii were the icing on the cake.”

More than 2,200 Sonic Drive-Ins, an 8 percent increase from 2002, competed in the ninth annual Dr Pepper Sonic Games, the company’s customer-service and crew retention program. During the past 10 months, more than 55,000 crew members across the nation have been competing to deliver Speed, Order Accuracy, Noteworthy Service, Incredible Food Quality and Cleanliness to customers.

Winners were announced on stage at Sonic’s 50th Birthday National Convention in Hawaii. The top drive-ins were awarded as follows:

- El Paso, Texas Sonic Drive-In at 10655 Vista Del Sol was awarded top drive-in in the nation.
- Leavenworth, Kan. Sonic Drive-In at 1000 N. 4th Street was awarded second place.
- Crossville, Tenn. Sonic Drive-In at 1598 N. Main was awarded third place.

Sonic crew members competed on an individual and team basis for the chance to be named Dr Pepper Sonic Games National Champions.

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Page 2 – 2003 Dr Pepper Sonic Games

Created in 1994, the Olympic-style competition features categories for Carhop (food delivery), Fountain (drink preparation), Switchboard (service delivery), Dresser, Grill and Swamp (food preparation). The Dr Pepper Sonic Games enhance job satisfaction, and motivate and encourage employees to take pride in their work.

The top individual Sonic crew members were awarded as follows:

- Kim Bohn (Crossville, Tenn.) was awarded the top medal in the Carhop competition.
- Blanca Ornelas (El Paso, Texas at 5930 Cromo Drive) was awarded the top medal in the Fountain competition.
- Cynthia Rios (Katy, Texas) was awarded the top medal in the Switchboard competition.
- Nick Smith (Wichita, Kan.) was awarded the top medal in the Dresser competition.
- Lori Buck (Crossville, Tenn.) was awarded the top medal in the Grill competition.
- Gabriel Delgado (El Paso, Texas at 10655 Vista Del Sol) was awarded the top medal in the Swamp competition.

The 2003 Games featured new programs including monthly morale and service improvement competitions. These challenges were team-building tools to keep crews inspired and focused throughout the Games. Each month, winning teams were awarded cash or prizes. Mystery shopping, knowledge bowls and other motivation-driven contests also were used to judge each participating drive-in.

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 2,700 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.

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