



FOR IMMEDIATE RELEASE

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Learn a Language at Sonic Drive-In

Sonic Wacky Pack Kid's Meal offers bilingual flash cards as the January prize

OKLAHOMA CITY – ¿Habla español? Sonic Drive-In knows the answer to that question thanks to *Speak in Spanish*[™] vocabulary flash card sets available in the restaurant chain's Wacky Pack Kid's Meal in January.

Sonic offers six different portable *Speak in Spanish* flash card sets each featuring 20 words in English and Spanish that cover a variety of subjects: school; animals/insects; family; places; food; clothing; body parts and lists. Each word features colorful illustrations to define the word and is broken down by syllables for easy pronunciation. The flash cards are neatly packaged in a key chain-like clip for students to attach to a backpack or notebook for easy reference.

Foreign-language instruction in elementary schools has increased nearly 10 percent in 10 years according to the most recent survey of elementary schools conducted by the Center for Applied Linguistics (www.cal.org), a nonprofit organization aimed at improving communication through better understanding of language and culture.

Sonic demonstrates its commitment to provide children and families with fun tools to learn a foreign language by providing families with activities to engage in using the Spanish vocabulary flash cards.

"Spanish is the fastest-growing language in the U.S., and Sonic is committed to helping English-speaking and Spanish-speaking children and families appreciate our nation's diverse culture," said Greg Haflich, vice president-marketing & brand development, Sonic Corp. "The colorful *Speak in Spanish* flash cards make learning fun and easy for people of all ages."

Created by Overland Park, Kan.-based promotions company, Creative Consumer Concepts (C3), the *Speak in Spanish* flash cards are a limited time offer during the month of January as part of the Sonic Wacky Pack Kid's Meal at more than 2,700 drive-ins nationwide. Sonic will offer other educational-focused prizes in 2004, including the *Smart Cube*[™], a building block-style toy colorfully imprinted with facts and figures; and *Wacky Story Cards*[™], playing cards featuring nouns, verbs and pictures for children to create their own stories by using the cards.

The Sonic Wacky Pack Kid's Meal includes a choice of Jr. Burger, Corn Dog, Hot Dog, Grilled Cheese or Chicken Strips; and is served with regular tater tots or fries and a choice of a child size soft drink, Sonic Slush or orange juice.

Sonic (NASDAQ/NM: SONC) originally started as a hamburger and root beer stand in 1953 in Shawnee, Okla., called Top Hat Drive-In, and then changed its name to Sonic in 1959. 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 every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at www.sonicdrivein.com.

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