



FOR IMMEDIATE RELEASE

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Local *Sonic Cruiser* Heading to a Bowl Game

(OKLAHOMA CITY) – Ed Louviere is ready for some football. Last fall, after receiving his monthly *Sonic Cruisers* e-newsletter, this Jeanerette, La. Sonic fan entered the “It’s Sonic GoodSM” sweepstakes. Recently, Louviere was randomly selected from a pool of more than 11,000 entries as the grand prizewinner and won two tickets to any 2004/2005-season college bowl game of his choice. He will also receive \$2,500 to use towards travel expenses. The announcement came to him via e-mail and was a complete surprise.

“I thought the prize announcement was a spam e-mail,” said Louviere, who plans on taking his son to the game. “I really hope we get to see LSU play in another national championship game.” The contest, which ran Sept. 30, 2003 to Dec. 1, 2003, was designed to appeal to an extremely loyal base of Sonic customers: *Sonic Cruisers*. Louviere was already a registered *Sonic Cruiser*; however, membership was not a requirement for sweepstakes participation. Loyal Sonic fans could also enter the sweepstakes via ESPN.com’s college football page.

“*Sonic Cruisers* are some of the most loyal Sonic customers,” says Greg Haflich, vice president-Marketing and Advertising, Sonic Industries Inc. “They receive monthly e-newsletters, special offers and the chance to enter sweepstakes similar to this.” Anyone can become a *Sonic Cruiser* by registering at <http://www.sonicdrivein.com/register/register.jsp>.

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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