



News Release

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Cruise in for Sonic's Ultimate Homework Helper

OKLAHOMA CITY – Where is the world's tallest building? Can you name the seven continents? How do you convert Fahrenheit temperatures to Celsius? Parents, the answer to these homework questions and more is as close as your local Sonic Drive-In. During the month of April, Sonic is bringing back its famous homework helper - the *Smart Cube* 3™ - in its Wacky Pack® Kids' Meals.

Sonic is offering four new *Smart Cubes* that feature fun facts and educational information. The 2-by-2-inch cube has facts on each side and kids can flip cubes open to discover all sorts of trivia and tidbits of knowledge.

"The information and educational benefits of the *Smart Cube* make it so appealing," said Becky Barker, Ph.D. Director, Center for Leadership Development, University of Oklahoma. "*Smart Cubes* are fun for children of all ages. Even my college students love them."

Sonic encourages education with its Wacky Pack premiums, which provide an accent on activity for parents and children to enjoy together. The *Smart Cube* is more than just colors and shapes. The *Smart Cube* is a learning tool that inspires kids to use their imagination when learning and encourages their personal growth.

According to the National Center for Educational Statistics (<http://nces.ed.gov/>), the percentage of children whose family members have taught them letters, words or numbers has increased more than 15 percent since 1993. These children tend to perform better in school and acquire literacy skills quicker. "The Sonic *Smart Cube* helps kids understand that learning can be fun," said Greg Haflich, vice president-Marketing & Brand Development, Sonic Corp. "The information included on the *Smart Cube* offers parents and children another way to connect, whether it is learning together or quizzing each other on trivia."

Created by Overland Park, Kan.-based promotions company, Creative Consumer Concepts (C3), the *Smart Cube* 3™ is a limited time offer during the month of April as part of the Wacky Pack at more than 2,700 drive-ins nationwide. Sonic offers other educational-focused prizes, including the *Wacky Story Cards*™, playing cards featuring nouns, verbs and pictures for children to create their own stories by using the cards.

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The Sonic Wacky Pack Kids' 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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