



News Release

Sonic Corp. • 300 Johnny Bench Drive • Oklahoma City, Oklahoma 73104 • (405) 225-5000

Contacts:

Lee Ann Bratten
(405) 225-5000
lbratten@sonicdrivein.com
Sonic Corp.

Lori Hardy
(816) 512-9295
lhady@beap.com
Barkley Evergreen & Partners, Inc.

Summer Days and Sonic Nights at the Drive-In

OKLAHOMA CITY (June 24, 2004) – It’s official! Summer is here and to bring those long, hot days to a refreshing end, Sonic Drive-In is open until at least midnight throughout the summer for Sonic Nights.

“Summer is a time for families and friends to enjoy each other, and Sonic prides itself on being a fun place to hang out for such summer gatherings,” said Greg Haflich, vice president-marketing and brand development for Sonic Corp. “That’s why Sonic launched its summer-late night program called Sonic Nights as a way for customers to gather and enjoy a refreshing Cherry Limeade, a cool dessert, or any of Sonic’s delicious menu items when the craving strikes them later at night.”

In July, Sonic introduces the Junior Banana Split, a smaller version of Sonic’s Original Banana Split. With all the flavor of the full-size but less guilt, the Junior Banana Split gives customers a choice to indulge in an American classic of fresh bananas, creamy vanilla soft serve, warm chocolate syrup, pineapple and strawberry toppings with whipped topping, and of course, a sweet Maraschino cherry on top.

With made-to-order drink and dessert items, Sonic offers more than 400,000 varieties of refreshments to cool off during the heat of summer. According to the International Dairy Foods Association’s 2003 Dairy Facts at <http://www.idfa.org/facts/icmonth/page2.cfm>, \$12.5 billion was spent on “away from home” frozen dessert purchases (scoop shops, foodservice and other retail sales outlets) in 2003. In fact, Sonic sells 18 million gallons (or more than 165 million pounds) of vanilla soft serve every year.

Sonic, America's Drive-In (NASDAQ/NM: SONC) originally started as a hamburger and root beer stand 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. As the nation's largest chain of drive-in restaurants, Sonic has more than 2,800 drive-ins nationwide and in Mexico. More than a million customers eat at Sonic every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic at www.sonicdrivein.com.

###