



News Release

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

Contact: Nancy Love Robertson
Senior Vice President-
People & Communications
(405) 225-5600

SONIC NAMES NEW MARKETING CHIEF

Yahoo!'s Todd Townsend Brings Unique Blend of Marketing Skills to America's Drive-In

OKLAHOMA CITY (July 11, 2005) – Sonic Corp. (NASDAQ/NM:SONC) today announced that Todd Townsend has accepted the position of Chief Marketing Officer for the nation's largest chain of drive-in restaurants. Townsend (age 41) is joining Sonic from Yahoo! in Sunnyvale, California.

"Todd's unique background blends marketing, technology and building relationships with customers in a 21st century manner, with agency experience, strong brand exposure and general management skills," said Clifford Hudson, Chief Executive Officer of Sonic Corp. "It is also delightful that, early in his career, Todd worked on the Sonic account when employed by a local advertising agency. Todd knows Sonic and is very passionate about the potential for the brand's growth and evolution."

"The opportunity to join Sonic has been a long-time goal," Townsend said. "I grew up in Oklahoma, going to the Sonic Drive-In in my hometown of Durant. I have always loved the brand, what it stands for and what it has become."

Townsend spent the last nine years working in the technology sector, both for Yahoo! and for Sprint, where he served in a variety of sales and marketing roles for each company. Prior to working in technology, Townsend spent nine years at The Leo Burnett Company, a Chicago-based advertising agency. While at Leo Burnett, Townsend assumed a number of positions in account management, rising to vice president, account supervisor. His responsibilities included developing integrated marketing, promotion and advertising strategies and campaigns for blue-chip consumer products clients, including Procter & Gamble, Pillsbury, Kellogg's and the Miller Brewing Company.

Active in the community, Townsend is a member of Leadership Dallas, Northwestern University Bay Area Alumni and the Oklahoma State University Alumni Board of Directors.

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Townsend holds an M.S. in Advertising from Northwestern University in Evanston, Illinois, and a B.S. in Journalism from Oklahoma State University in Stillwater, Oklahoma.

Townsend, his wife and daughter will relocate to Oklahoma City from Sunnyvale. He is expected to join the company in late August.

Sonic, America's Drive-In, 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 has approximately 3,000 drive-ins coast to coast 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.

Editors: A digital photograph of Mr. Townsend is available at the following link for download:

<http://www.irinfo.com/SONC/Townsend-Sonic.tif>.

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