



# News Release

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**For Immediate Release**

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**Holiday Shopping Made to Order**  
*My SONIC™ card is the perfect holiday gift*

(OKLAHOMA CITY) — Let Sonic Drive-In make holiday shopping a breeze by treating your friends and family to a My SONIC™ card.

My SONIC cards are the perfect gift for anyone and everyone who loves Sonic. You can give the gift of great food to family, college kids, coworkers, employees, teachers and more.

“The My Sonic card offers customers an innovative and thoughtful way to give gifts to Sonic fans,” said Todd Townsend, Chief Marketing Officer-Sonic Corp. “We wrap up Sonic favorites including Sonic® Blasts, Cherry Limeades, hand-battered onion rings and more in one convenient gift.” According to a recent survey sponsored by the National Retail Federation<sup>1</sup>, gift cards are the third most popular gift item this holiday season, preceded by entertainment items and apparel.

The My SONIC card looks like a credit card, but works like cash toward purchases at Sonic. Cards are available in any denomination in \$5 increments (up to \$100) and can be purchased or reloaded at any drive-in or online at [www.mysoniccard.com](http://www.mysoniccard.com). Recipients can register their cards at [www.sonicdrivein.com](http://www.sonicdrivein.com) and get a free regular SONIC® CreamSlush on us and take advantage of special features such as securing their card balance and schedule automatic reloads. And for holiday shopping made to order, customers can set up a gift subscription so their gift keeps giving Tater Tots and Cherry Limeades all year long.

Available exclusively at Sonic, the My SONIC card can be used with Sonic’s PAYS technology (credit card terminals at each stall) or by simply giving the card to the Carhop to complete the transaction. The card’s remaining balance is printed on each receipt.

Sonic, America’s Drive-In (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. As the nation's largest chain of drive-in restaurants, Sonic has more than 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](http://www.sonicdrivein.com).

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<sup>1</sup> National Retail Federation news release, October 18, 2005 – “Consumers Aren’t Pulling in the Reins on Holiday Spending, According to NRF” <http://www.nrf.com/content/default.asp?folder=press/release2005&file=holiday1005.htm&bhpc=1>