



# News Release

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**FOR IMMEDIATE RELEASE**

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## **Shrink the size, SONIC-size the flavor**

*SONIC<sup>®</sup> Drive-In offers the Junior Banana Split just in time for spring*

(OKLAHOMA CITY) – Good things DO come in small packages at SONIC Drive-In! In March, SONIC is offering a Junior Banana Split that allows customers to enjoy the same indulgent dessert as SONIC's original Banana Split, but in a smaller portion. With the loose change in your pocket, you can devour a junior-sized, flavor-packed frozen treat for a suggested retail price of only \$0.99 at participating Sonic Drive-Ins.

SONIC's Junior Banana Split crams in full-size flavor with less guilt. This SONIC-exclusive Frozen Favorites<sup>®</sup> dessert gives customers an opportunity to indulge in an all-American classic of fresh bananas, silky-smooth vanilla soft serve, rich chocolate syrup, pineapple and strawberries topped off with fluffy whipped topping, and of course, a sweet maraschino cherry.

“A visit to SONIC is all about choices. Customers can go all out and order our original Banana Split or choose to order the smaller Junior Banana Split,” said Todd Townsend, chief marketing officer – Sonic Industries Inc. “The Junior Banana Split is back by popular demand because it provides a smaller-sized treat for our customers looking for a small-sized indulgence.”

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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