



News Release

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Cool off under the SONIC® Drive-In canopy

(OKLAHOMA CITY) – Want to take your taste buds on an adventure? Then head to your local SONIC Drive-In and try one of the tasty Frozen and Fountain Favorites® guaranteed to keep you cool during summer days and SONIC Nights.

Since SONIC's start in 1953, fresh fruit Limeades have beckoned customers looking for a refreshing treat. Featuring freshly-squeezed lime juice, SONIC's signature, thirst-quenching Limeades can be customized with your favorite fruit add-in like cherries or strawberries. Cool treats like SONIC Blasts®, Blended Root Beer Floats and delicious CreamSlush® Treats help customers stay cool all summer long.

“Our customers just love SONIC Limeades, especially on hot summer nights,” said Todd Townsend, chief marketing officer – Sonic Industries Inc. “SONIC is bringing back its late-night program, SONIC Nights, by popular demand, where drive-ins will be open until at least midnight May through August. SONIC Nights allow customers to gather and enjoy a refreshing drink or satisfy a late-night craving.”

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.

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