



# News Release

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**FOR IMMEDIATE RELEASE**

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**New sweet treat debuts at SONIC® Drive-In**  
*SONIC introduces its Junior Banana Split with a new twist*

(OKLAHOMA CITY) – Create a sweet explosion for your taste buds at SONIC this summer! In June, SONIC introduces the Chocolate Caramel Junior Banana Split for a limited time only to its Frozen Favorites® menu.

SONIC's newest frozen treat breaks the mold for banana splits. This new concoction allows customers to enjoy the same indulgent dessert as SONIC's original Banana Split, but in a smaller portion with a new flavor combination: chocolate and caramel. For a suggested retail price of only \$0.99, consumers can try this new junior-sized, taste-bud-tingling frozen creation only at SONIC.

SONIC's Chocolate Caramel Junior Banana Split crams full-size flavor in a petite package. This SONIC-exclusive Frozen Favorite® gives customers an opportunity to indulge in an all-American classic of fresh bananas, silky-smooth vanilla soft serve and luscious ribbons of rich chocolate syrup and caramel, topped off with fluffy whipped topping, and of course, a maraschino cherry.

“Sonic customers love new ways to combine favorites and our Chocolate Caramel Junior Banana Split is a rich, but tiny, treat,” said Todd Townsend, chief marketing officer – Sonic Industries Inc. “Customers tell us how much they love their junior banana splits, so we decided to offer them a new way to enjoy a favorite.”

At SONIC, there are hundreds of thousands of unique flavor combinations including the Junior Banana Split. Customers now have the option to order the original Junior Banana Split including strawberries, chocolate and pineapple or the new version with chocolate and caramel.

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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