



# News Release

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**FOR IMMEDIATE RELEASE**

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## **SONIC Drive-In tops *QSR* Magazine's Brand Satisfaction Survey**

(OKLAHOMA CITY) – *QSR* magazine and Restaurant Research LLC named SONIC Drive-In as the top franchisor according to a recent brand satisfaction survey. This year's survey featured 150 of the largest franchised chains tracked by Restaurant Research and allowed nearly 1,000 franchisees representing 8,462 restaurant units nationwide a chance to voice their opinions on their industry. SONIC jumps to first place after being recognized in a third-place tie in 2005.

“Being at the top of this list represents years of working alongside our franchisees in an inclusive, collaborative environment,” said Cliff Hudson, chairman, chief executive officer and president – Sonic Corp. “These results reflect SONIC’s efforts at transparency in the brand initiatives that affect our franchise community.”

The strong sense of interconnectedness SONIC embraces and its impressive systemwide growth helped push America’s Drive -In to the top of this year’s list. Franchisees were surveyed on overall brand strength, prospective sales growth, menu, product line-up and many other categories. For a complete list of the results, visit <http://www.restaurantresearch.info/qsr-survey-article/>.

SONIC also announced its inclusion in the new NASDAQ Global Select Market, which has the highest initial listing standards of any exchange in the world based on financial and liquidity requirements. Prior to this change, SONIC had been listed on the NASDAQ National Market.

Beginning July 3, NASDAQ-listed companies will be classified under three listing tiers — NASDAQ Global Select Market, NASDAQ Global Market, and NASDAQ Capital Market. NASDAQ also plans to launch indexes based on these new tiers.

“SONIC is an example of an industry leader that has achieved superior listing standards, which clearly defines the essence of the NASDAQ Global Select Market,” said Bruce Aust, executive vice president, Corporate Client Group. “NASDAQ is focused on leading a race to the top in terms of listing qualifications. In recognizing these companies, we are highlighting their achievement in meeting the requirements to be included in the financial market with the highest listing standards in the world.”

SONIC, America's Drive-In (NASDAQ/NM: SONC) 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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