



News Release

Sonic Corp. • 300 Johnny Bench Drive • Oklahoma City, Oklahoma 73104 • (405) 225-5000

FOR IMMEDIATE RELEASE

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Media Contact:

Rachel Shin

rachel.shin@bcw-global.com

512.542.2827

SONIC pumps it up with new Cherry Limeade[®] flavored pre-workout drink mix

Signature flavor from America's Drive-In makes its way to GNC stores nationwide

(OKLAHOMA CITY) – [SONIC[®] Drive-In](#) brings its famous Cherry Limeade[®] flavor to GNC stores with an officially licensed flavor of the popular [Ghost Legend[®]](#) pre-workout beverage mix. Packing Ghost's effective formula that fans have come to love and expect from the brand, users can now power their workouts with a taste from SONIC.

The all-new pre-workout powder is available now in stores nationwide at GNC and online at [GhostLifestyle.com](#). Adding to a list of SONIC-inspired products, the beverage mix is a testament to SONIC's innovation in introducing fan-favorite flavors through a variety of products outside of the drive-in restaurant, allowing guests to enjoy SONIC's personalized experience at home.

“Through the years, guests have come to directly connect the Cherry Limeade flavor to the SONIC brand,” says Lori Abou Habib, chief marketing officer for SONIC. “Now, SONIC fans can enjoy their favorite drink flavor before a workout at their local gym or even at their home gym.”

“Cherry lime has been a best-selling flavor in the category for the better part of the past decade,” said Daniel Lourenco, CEO of Ghost. “Authenticity is one of the single most important drivers of Ghost and we're so excited to have had the chance to collaborate with the team and deliver the real deal Cherry Limeade in pre-workout form.”

The pre-workout beverage mix joins other SONIC retail products available at retail stores across the country through licensing partners, including The Jel Sert Company (gelatin, pudding mixes and shelf-stable freezer bars) and Ziegenfelder (frozen ice pops). The licensing partnerships were brought together by SONIC's licensing agency, Brand Central.

About SONIC Drive-In



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SONIC, founded in 1953, is the largest drive-in restaurant brand in the United States with more than 3,600 restaurants. SONIC is part of the Inspire Brands family of restaurants. For more information, visit SonicDriveIn.com and InspireBrands.com.

About Brand Central

Brand Central LLC is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, brand creation, and brand acquisitions to some of the world's most recognized brands including: Snyder's-Lance, Tapatio Hot Sauce, Cap'n Crunch, and more. Their mission is to help clients unlock the full potential of their brands to enhance value while generating substantial revenue. For additional information please contact Ross Misher at 310-268-1231 or visit www.brandcentralgroup.com.

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