



**For Immediate Release**

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**SONIC<sup>®</sup> Drive-In Serves Company Fun**

*More than 2,600 Drive-Ins Participate in system-wide Dr Pepper SONIC Games*

(OKLAHOMA CITY) —SONIC crew members serve more than a million customers every day, and now, they are being served some fun.

SONIC's 16<sup>th</sup> annual Dr Pepper SONIC Games gives the more than 2,600 drive-ins enrolled a chance to prove which drive-in is the best at challenging team and individual competitions. The nine-month, Olympic-style games test SONIC crew members' knowledge in the categories of Carhop (food delivery), Fountain (drink preparation), Switchboard (service delivery), Dresser, Grill and Swamp (food preparation).

The Dr Pepper SONIC Games began in January, and the Final 12 teams will receive an all-expense-paid trip to the National Finals in Las Vegas, Nev., September 20-21 where they will compete to be named the nation's best SONIC Drive-In. SONIC's top executives will honor the winners at SONIC's National Convention in front of more than 3,000 franchisees, managers and employees.

"The Dr Pepper SONIC Games provides our crew members an opportunity to showcase their SONIC skills and have fun," said Nelson Taylor, vice president of operations services for SONIC. "The Dr Pepper SONIC Games generates an exciting and motivating environment that crew members share with co-workers at the drive-in. This translates into providing the best SONIC experience for our customers."

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The Final 12 teams will receive red carpet treatment, and all participating crew members are eligible to win prizes throughout the nine-month competition including iPods, Nintendo Wiis and flatscreen televisions. In addition, the Dr Pepper SONIC Games teaches important life skills about goal setting, responsibility, teamwork and achievement. This program empowers and encourages employees to become future leaders within the company.

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 3,500 drive-ins coast to coast. More than a million customers eat at SONIC every day; and with more drink combinations than any other quick-service restaurant – more than 168,000 – SONIC is Your Ultimate Drink Stop<sup>®</sup>. For more information about Sonic Corp. and its subsidiaries, visit SONIC at [www.sonicdrivein.com](http://www.sonicdrivein.com).

**Editor's Note:** Video of the 2008 Dr Pepper SONIC Games is available for use. Please contact Anita Strohm at [astrohm@barkleyus.com](mailto:astrohm@barkleyus.com) for video.

For more information, visit the Dr Pepper SONIC Games site at <http://www.drpeppersonicgames.com>.

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