



Sonic Appoints New Chief Marketing Officer

OKLAHOMA CITY, Jun 21, 2010 (BUSINESS WIRE) -- Sonic Corp. (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, today announced that Danielle Vona has joined the company as Chief Marketing Officer. Vona comes to Sonic from her position as a Vice President of Marketing at PepsiCo.

In her 11-year tenure with Pepsi, Vona has been responsible for several areas including: all aspects of Propel brand marketing including new product formulations, flavors, packages, innovation, brand positioning and marketing communications; Pepsi's flavored soft drink portfolio where, among others, she managed the Sierra Mist brand as well as launching new and innovative brands; and Pepsi's juice and dairy portfolio, and packaging innovation.

Vona joined Pepsi in 1999 from Tracey Locke, Pepsi's promotion agency of record, where she worked on marketing initiatives for a variety of Pepsi customers in a variety of channels. In addition, she worked with the Strategy Department developing programs and strategies for individual channels.

Vona has a Bachelor of Arts degree from Hofstra University in Hempstead, NY. She and her husband, Jeff, are moving to Oklahoma City with their three children.

Commenting on the announcement, Clifford Hudson, Chairman and Chief Executive Officer of Sonic Corp., said, "We are pleased to have Danielle join our team. With her extensive knowledge of branding, packaging and customer research, she brings the necessary experience and perspective to Sonic. Additionally, Danielle has demonstrated leadership skills that will blend well with Sonic's Marketing department, the organization generally and our franchisees. She will bring additional depth to our Marketing team which will, in turn, serve our operators and franchisees in their quest to deliver Sonic's quality products and unique Carhop service."

Sonic, America's Drive-In, 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. Sonic has more than 3,500 drive-ins coast to coast, where approximately three million customers eat every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic at www.sonicdrivein.com.

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