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## SONIC Welcomes Trio of Slushes in Tie-in Campaign with New Movie, *Transformers: The Last Knight*, Directed by Michael Bay

Guests to "Transform Your Summer" with refreshing Slush lineup and sweepstakes

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) is teaming up with Paramount Pictures and the upcoming June 21 theatrical release of *Transformers: The Last Knight*, directed by Michael Bay, to deliver a new lineup of icy Slushes and a chance to win thousands of prizes with the SONIC "Transform Your Summer" Sweepstakes.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20170530005461/en/>

### ALL-NEW TRANSFORMERS: THE LAST KNIGHT SLUSHES



SONIC's *Transformers: The Last Knight* Slushes come in a series of unique flavors representing three of the film's most popular characters inspired by Hasbro's iconic toy line: Optimus Prime®, Bumblebee™ and Megatron®. The Optimus Prime® Slush combines cherry Slush topped with a flavorful layer of blue raspberry. Bumblebee™ Slush starts with orange Slush and a layer of grape flavor. Megatron® Slush is a base of sweet, classic clear Slush topped with a layer of icy grape flavor. To activate, fans just stir the concoction to create a refreshingly one-of-a-kind, icy flavor adventure.

SONIC Welcomes Trio of Slushes in Tie-in Campaign with New Movie, *Transformers: The Last Knight*, Directed by Michael Bay (Photo: Business Wire) movie franchises ever and allows us to play off our strength in frozen beverages," said Lori Abou Habib, vice president of national marketing for SONIC. "The three Slush flavor combinations have refreshing flavor profiles that can't be replicated anywhere else, something our guests expect from SONIC, are served in a movie-themed clear cup to show off the color-changing process."

"Partnering with Paramount Pictures and the new *Transformers: The Last Knight* movie provides a vertical integration opportunity with one of the most-loved

Starting May 29, guests can also participate in the "Transform Your Summer" Sweepstakes by visiting [sonicdrivein.com/transformersmovie](http://sonicdrivein.com/transformersmovie) and entering the unique sticker code delivered with their SONIC order at for a chance to win. Prizes include Chevy Camaros, trips to Los Angeles, movie tickets, My SONIC gift cards and more.

"This national promotion from SONIC with their themed menu items, and great movie related prizes is a perfect kick off to the Summer excitement around the new film," said LeeAnne Stables, president of worldwide marketing partnerships for Paramount Pictures. "The creative advertising they launched with hilarious custom television, digital and radio spots deliver an impressive, integrated campaign that SONIC and Transformers fans will enjoy."

SONIC *Transformer: The Last Knight* Slushes are only available for a limited time, so hurry to the nearest drive-in to "Transform Your Summer."

NO PURCHASE NECESSARY. A purchase will not increase your chances of winning. Begins 5/29/2017 at 12 noon ET and ends 7/23/2017 at 11:59 PM ET. Open only to eligible legal 50 U.S./D.C. residents. Must be 18 years or older to enter. Subject to Official Rules. For Official Rules, incld. how to enter without a purchase, visit [www.sonicdrivein.com/transformersmovie](http://www.sonicdrivein.com/transformersmovie). Sticker codes available only while supplies last. Void where prohibited. Sponsor: Sonic Industries Services Inc. Chevy and Camaro are registered trademarks of GM. GM is not a sponsor of or affiliated with

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### **About SONIC<sup>®</sup>, America's Drive-In<sup>®</sup>**

SONIC, America's Drive-In is the nation's largest drive-in restaurant chain serving approximately 3 million customers every day. More than 90 percent of SONIC's 3,500 drive-in locations are owned and operated by local business men and women. For 64 years, SONIC has delighted guests with signature menu items, 1.3 million drink combinations and friendly service by iconic Carhops. Since the 2009 launch of SONIC's Limeades for Learning<sup>®</sup> campaign in partnership with DonorsChoose.org, SONIC has donated \$7.4 million to public school teachers' classrooms nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in their students. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](http://sonicdrivein.com) and please visit or follow us on [Facebook](https://www.facebook.com/sonicdrivein) and [Twitter](https://twitter.com/sonicdrivein). To learn about SONIC's Limeades for Learning initiative, please visit [LimeadesforLearning.com](http://LimeadesforLearning.com).

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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for SONIC Drive-In  
Rebeka Mora, 512-542-2804  
[Rebeka.Mora@cohnwolfe.com](mailto:Rebeka.Mora@cohnwolfe.com)

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