



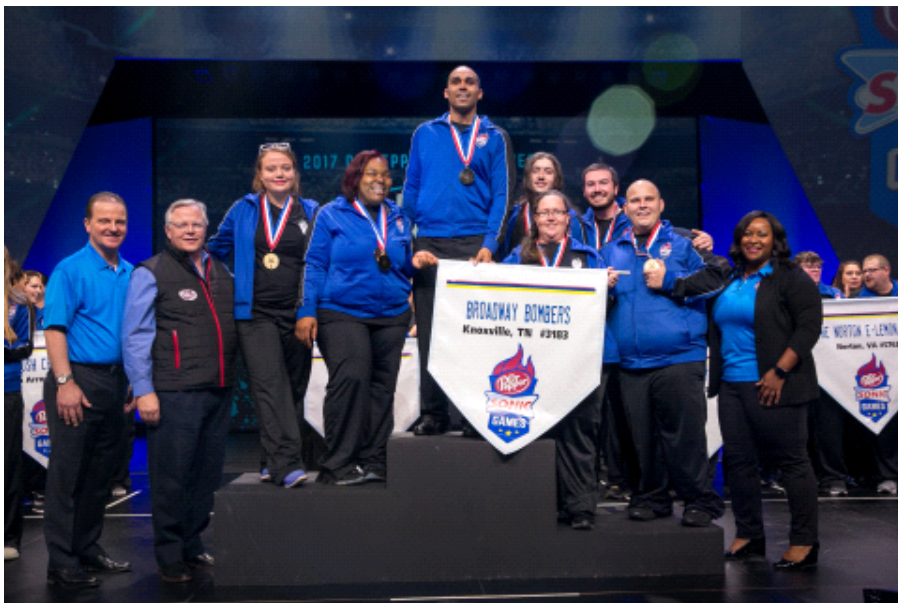
October 5, 2017

SONIC Drive-In Crew from Knoxville, Tenn., Wins 2017 National Training Competition

Knoxville drive-in recognized as the best crew in the country at SONIC's annual Convention

OKLAHOMA CITY--(BUSINESS WIRE)-- The [SONIC® Drive-In](#) (NASDAQ: SONC) crew at 3307 North Broadway in Knoxville, Tenn., took home the championship title and gold medals at this year's annual DR PEPPER SONIC GAMES competition. The nine-month training competition puts drive-in crews through a series of trainings, quizzes and challenging team and individual competitions in search of the top SONIC crew. The Knoxville crew competed against 11 other outstanding drive-in teams from across the country at the national finals during the 2017 SONIC National Convention in Denver, Colo., where the winners were recognized and celebrated by thousands of SONIC attendees.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171005006067/en/>



"The Knoxville crew is an impressive group who brought a level of enthusiasm and commitment that impressed the judges," said Diane Prem, vice president of operation services at SONIC. "Over the past 24 years the Games has grown into a competition that demands exceptional operational execution, accuracy and customer service. The Knoxville crew delivered on every task and training obstacle to an astounding degree of perfection, and we're proud to award them the gold medal in 2017."

Since its inception in 1993, SONIC Drive-In crews have competed in the DR PEPPER SONIC GAMES year after year to test their limits, expand their expertise in areas including food and drink preparation, food delivery and overall customer service. Crews from 2,870 drive-ins across the country participated in the 2017 competition.

The SONIC® Drive-In crew at 3307 North Broadway in Knoxville, Tenn., took home the championship title and gold medals at this year's annual DR PEPPER SONIC GAMES competition in Denver, Colo. (Photo: Business Wire)

"We are very proud of the dedication, hard work and commitment that our crew showed throughout this year's Games. It is no surprise that they were able to bring home the gold with their performance," said Johnathan Brown, general manager, SD-Holdings Missouri. "The DR PEPPER SONIC GAMES is a great opportunity that encourages all SONIC crews to continue to improve their customer service skills and training at the drive-in. I know our crew can't wait to take this win back home to the drive-in and better serve our Knoxville guests."

For the 2017 DR PEPPER SONIC GAMES the drive-in crew from Summertown, Tenn., took home the silver medal and the bronze medal was awarded to the Eustace, Texas, drive-in crew.

"Over the past 24 years Dr Pepper has been a proud sponsor of the DR PEPPER SONIC GAMES," Blaine Wood, director of sales for Dr Pepper. "The Knoxville crew worked extremely hard to claim the gold medal and their enthusiasm for the Games makes this a rewarding partnership for us. We're honored to be a part of SONIC's continued commitment to delivering a wonderful guest experience at the drive-in."

[About SONIC®](#), [America's Drive-In®](#)

SONIC, America's Drive-In is the nation's largest drive-in restaurant chain serving approximately 3 million customers every day. Nearly 94 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 philanthropic campaign in partnership with DonorsChoose.org, SONIC has donated \$8.5 million to public school teachers nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in today's youth. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit sonicdrivein.com and please visit or follow us on [Facebook](#) and [Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit LimeadesforLearning.com.

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