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## SONIC and Ice-T Melt Down During Facebook Live Event on June 13

*America's Drive-In is giving away 100 limited edition, cold-activated Ice-T t-shirts*

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) is observing National Iced Tea Month in June with hip-hop legend and actor Ice-T, to celebrate SONIC's Frozen Sweet Teas flavors.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170612005211/en/>

To highlight Ice-T's recent cameo in SONIC's iconic Two Guys 30-second spot, SONIC is hosting a Facebook live event 10 a.m. PDT on Tuesday, June 13, offering fans the chance to claim a limited-edition, cold-activated Ice-T t-shirt that changes color when frozen. The event will feature a life-sized ice sculpture, made by Ice Illusions, of Ice-T holding an actual microphone and wearing a cold-activated Ice-T shirt. The ice sculpture will slowly melt and once the microphone drops, the first 100 SONIC fans to comment on Facebook live stream will receive a limited-edition cold-activated Ice-T t-shirt.

"The addition of Ice-T to our Two Guys Frozen Sweet Tea spot was the perfect combination to showcase an incredible drink with a winking sense of humor especially during National Iced Tea Month," said Burke Morley, senior director of brand content at SONIC. "The creative, frozen-themed event showcases our twist on a classic favorite with new flavors and gives fans a fun way to engage with us on social media."

Offering a tea option for every taste bud, SONIC's Frozen Sweet Teas are fully customizable with new flavors including Wildberry and Black Cherry. Guests can also add some extra, icy excitement by ordering a Frozen Clubhouse™, a half-tea and half-lemonade frozen drink.

"SONIC's Frozen Sweet Tea is so unique that we wanted to make some noise around this one-of-a-kind drink in an irreverent, SONIC way," said Margaret Johnson, chief creative officer of Goodby Silverstein & Partners, SONIC's creative agency and the orchestrators of the Facebook Live event. "This event demonstrates a new way to think of a drink that's been around for over 100 years, and we can't imagine a better spokesperson for it than Ice-T."

Adding to a robust drink menu with more than 1.3 million flavor combinations, SONIC's Frozen Teas are available half price every day from 2-4 p.m. during Happy Hour. \*

\*See menu for details.

### **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. 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® campaign in partnership with DonorsChoose.org, SONIC has donated \$8.5 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](#) and [Twitter](#). To learn about SONIC's Limeades for Learning initiative, please visit [LimeadesforLearning.com](http://LimeadesforLearning.com).

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