



**For Immediate Release**

**May 1, 2003**

**Contacts:**

Lee Ann Bratten (405) 290-7456  
Director – Communications  
Sonic Corp.

Nicole Perica or Lori Hardy  
(816) 842-1500  
BE&P|PR

**Sonic Drive-In shakes things up for its 50<sup>th</sup> Birthday in May**  
*Introducing the Sonic 50<sup>th</sup> Birthday Cake Shake*

(OKLAHOMA CITY) – Birthday celebrations are a cakewalk at Sonic Drive-In as the nation's largest drive-in restaurant chain celebrates its 50<sup>th</sup> Birthday with a Birthday Cake Shake. Sonic invites customers to share in the celebration with a 50<sup>th</sup> Birthday Cake Shake: a tasty blend of real white sheet cake, icing, soft serve and colorful sprinkles all in one cup.

Sonic created the Birthday Cake Shake as a tribute to two favorite birthday party essentials: cake and ice cream. As children of all ages like to do, Sonic plays with its food to create unique desserts that are sure to surprise and delight customers.

“Customers enjoy Sonic’s variety of one-of-a-kind tastes and the 50<sup>th</sup> Birthday Cake Shake is a delicious addition to our signature menu during the month of May. It’s definitely one of my personal favorites, and my two kids give it their seal of approval because it does taste just like birthday cake and ice cream,” said Pattye Moore, president-Sonic Corp. “Whether it's your birthday, or you want to help celebrate ours, Sonic invites you to come play with your food and have a Birthday Cake Shake.”

In the spirit of the birthday celebration, Sonic’s 2,600 drive-ins across 30 states will be decorated with streamers, bows and balloons throughout the month of May. “We wanted to extend this celebration to everyone because our customers are the main reason we’ve had 50 incredible years,” said Moore.

Sonic (Nasdaq/NM: SONC), which specializes in made-after-you-order fast food, is known for its specialty menu items and personal Carhop service. Popular menu items include Toaster Sandwiches (Chicken Club and Bacon Cheddar Burger on thick Texas Toast), Extra-Long Cheese Cones (hot dogs with chili and cheese), hamburgers, fresh-made Onion Rings, Tater Tots and a variety of Frozen and Fountain Favorites™ such as Cream Pie Shakes and Cherry Limeades.

Sonic started as a hamburger and root beer stand in 1953 in Shawnee, Okla., and has grown to more than 2,600 drive-ins in 30 states. Sonic is the nation’s largest chain of drive-in restaurants, and more than a million people eat at Sonic Drive-Ins every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at [www.sonicdrivein.com](http://www.sonicdrivein.com).

###