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## **Sonic Corp. Appoints Pattye Moore President**

**OKLAHOMA CITY (January 29, 2002)** – Sonic Corp. (Nasdaq/NM: SONC) recently announced the promotion of Pattye Moore to President. Moore has served as Executive Vice President of Sonic Corp. since January 2000.



Moore joined Sonic in 1992 as Vice President-Marketing and was promoted to Senior Vice President-Marketing and Brand Development in September 1995.

In her new role, Moore will provide strategic brand leadership and oversee key functional areas of Brand Development, Field Services, Marketing, People & Communications, Quality Assurance and Operations.

Throughout Moore's tenure with the company, she has managed several significant strategic initiatives such as Sonic 2000, the company's multi-year re-imaging program which included menu and product consistency and a drive-in retrofit.

Sonic also recently announced its fifteenth consecutive year of positive same store sales growth. Unmatched in the QSR industry, Sonic's successful same store sales growth is due, in large part, to Moore's decade of leadership. In addition, she has successfully grown Sonic's advertising budget by more than 65% each year for the past 10 years and has overseen Sonic's successful development of new products. In July 2000, *Advertising Age* magazine named Moore to "The Marketing 100," an honor celebrating the best minds in marketing.

"Pattye's impact on Sonic over the years has been tremendous," said Cliff Hudson, chairman and chief executive officer, Sonic Corp. "She's earned this position, and I'm confident she will continue to help build the Sonic brand."

In addition to her work with Sonic Corp., Moore is very active in the National Arthritis Foundation where she currently serves as chair of the national board of trustees. As chair, Moore serves as the chief volunteer officer guiding the health agency's policy and strategic direction for a network of 150 offices and more than 600,000 volunteers and 800 employees nationwide. Moore is also a board member of the Oklahoma Chapter of the Arthritis Foundation.

Sonic started as a hamburger and root beer stand in 1953 in Shawnee, Okla., and has grown to more than 2,400 drive-ins in 30 states. It is the nation's largest chain of drive-in restaurants and more than three-quarters of 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).

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