



Limeades for Learning[®] Frequently Asked Questions

About Limeades for Learning

What is Limeades for Learning?

- Limeades for Learning is a national cause branding program between SONIC[®] America's Drive-In and DonorsChoose.org. Designed to support U.S. public school teachers in local communities, SONIC will provide essential funds needed for materials and innovative teaching techniques to inspire learning.

How does the cause program work?

- Limeades for Learning encourages consumers to make a difference in their local communities by voting for the teacher projects they want SONIC to fund.

Participation is as easy as 1 -2 -3! You sip. Kids Learn.SM

1. Drive into SONIC and purchase a drink sized small through Route 44[®] to receive a sticker that contains a vote code
2. Go online to LimeadesforLearning.com to search for your favorite teacher's project and cast your vote
3. Repeat the process – the more you sip the more you help, so drink up!

Are all drinks part of the program or do I have to order a Limeade?

- All fountain or frozen drinks sized small to Route 44[®] will be marked with a special sticker that includes a unique vote code. Whether you order a regular drink or a Route 44, you will receive a vote to make a difference in your community.
- Wacky Pack[®] and Premium Roast Coffee-based drinks are excluded from Limeades for Learning.

If I purchase a drink during Happy Hour will I receive a vote?

- SONIC enjoys being your Ultimate Drink Stop[®]! Any half-priced drink ordered during Happy Hour will include a vote code on the cup just as other fountain and frozen drinks will.

When does the Limeades for Learning occur?

- Voting officially takes place from August 31, 2009 until October 1, 2009 so be sure to visit your local SONIC and participate soon! While teachers can register anytime during the campaign, they are encouraged to do so before August 15 so they have the greatest chance of having their project funded.

Who benefits from Limeades for Learning?

- Ultimately, kids benefit from Limeades for Learning. As teachers inspire kids to learn, they have greater opportunity to reach their full potential.



Can I make a financial donation to support teachers?

- Individuals are encouraged to donate to support their favorite teacher's project, if they choose. Whether you have \$5 to contribute or \$50, every donation helps inspire kids to learn. Simply log on to LimeadesforLearning.com and search for your favorite teacher's project. Once found, you can click on the "donate" button to make a contribution.

Will my donation be tax-deductible?

- All donations made to DonorsChoose.org to support teachers are tax deductible to the full extent of the law. Please consult a tax advisor regarding the tax deductibility of any donation.

Will I be notified if the project I vote for receives gets funded?

- When you cast your vote on LimeadesforLearning.com, you will be asked if you want to receive notice when your teacher's project has been funded. Be sure to keep the box checked!

Voting

When will the voting and funding happen?

- Voting begins August 31, 2009 and ends on October 1, 2009. During the five week campaign, SONIC will fund the top vote-receiving projects for SONIC Teachers, on Sept. 4, 11, 18, 25 and Oct. 2. SONIC will award more than \$500,000 to the projects receiving the most votes during the entire promotion period.

How can I find the teacher project I want to vote for?

- There are a number of search criteria you can choose from including city, state, subject of interest, classroom resource and teacher name.

Where do I go to vote?

- Once customers have obtained a vote code from their drink purchase they can vote on LimeadesforLearning.com

How much is my vote worth?

- Each vote code is worth one vote for a teacher's project on LimeadesforLearning.com. Please note there is no monetary value associated with the vote codes.

What if my code doesn't work?

- If you've tried to vote for a teacher's project on LimeadesforLearning.com and your vote code doesn't work, please call 888-806-9488 or limeadesforlearning@sonicdrivein.com for assistance.



Teachers

What is a SONIC Teacher?

- A SONIC Teacher is any U.S. public, magnet or charter school teacher who registers, or is currently registered, as a SONIC Teacher on DonorsChoose.org. SONIC Teachers' projects are eligible for funding through the Limeades for Learning partnership.

Who is eligible to be a SONIC Teacher?

- Any U.S. public, charter or magnet school teacher.

What about home school teachers?

- At this time, home school teachers are not eligible to participate in the program.

What about private school teachers?

- At this time, private school teachers are not eligible to participate in the program.

How do I sign up to be a SONIC Teacher?

- For more information on becoming a SONIC Teacher, please visit www.DonorsChoose.org/teacher to learn more about eligibility and responsibilities for SONIC Teachers.

If I'm already a teacher through DonorsChoose.org can I register to participate in this cause program?

- Teachers currently registered on DonorsChoose.org are eligible to participate. Signing up is easy – simply log in to your teacher account and follow the steps to update your personal information.

Can I refer a teacher other teachers to participate?

- We hope you will refer as many teachers as possible to sign up to participate! A quick and easy way to spread the word is to log on to LimeadesforLearning.com and e-mail friends.

What's the best time to submit my project to ensure it will be voted upon?

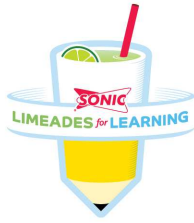
- Teachers are encouraged to register as a SONIC Teacher and submit their projects by August 15, 2009 to ensure that their projects can be reviewed and posted in time for voting.

Will all teachers who sign up receive a grant from SONIC?

- SONIC project funding is not guaranteed for all SONIC Teachers; only the SONIC Teacher projects that receive the most votes during the five week campaign will receive funding.

Is there a funding limit to the projects that can be submitted?

- Only projects requesting \$400 or less in supplies, resources or learning experiences will be eligible for SONIC funding.



Is there a limit to the number of projects I can post as a SONIC Teacher?

- SONIC Teachers can submit more than one project for eligibility for SONIC funding during the promotion period.

After the project is funded, how long does it take to get the supplies?

- If teachers have requested supplies from multiple vendors, it is possible that some may arrive sooner than others. On average, the wait will be 3-4 weeks for materials to arrive. Similarly, large or heavy items, especially furniture and rugs, are often freight shipped from vendors, which may extend the shipping windows by several additional weeks. Certain types of orders, such as monthly magazine subscriptions, may take vendors up to 6-8 weeks to process.
- DonorsChoose.org is committed to fulfilling the project as quickly as is feasibly possible.

Will SONIC supply me with ways in which I can promote my project and encourage family, friends and colleagues to vote for me?

- Teachers will have a tool box on LimeadesforLearning.com that will help them market and tell others to vote for their projects. Tools include items such as e-mail blast copy, content for newsletters, logos for social networking sites such as Facebook and others.

How can teachers partner with their local SONIC drive-in?

- SONIC promotes an entrepreneurial spirit and each operator manages their drive-ins on an individual basis. We encourage teachers who have registered to participate and stop by their local drive-in and introduce themselves to the manager. Together, they may discover ways in which they collaborate to bring learning resources to students.

How do I get Sonic more involved in my school?

- Contact your local drive-in and talk to the manager about the Accent on Kids programs available. Sonic is dedicated to improving the lives of the kids we serve.

DonorsChoose.org

Who is DonorsChoose.org?

- DonorsChoose.org is a nonprofit organization that connects public school teachers in need of classroom materials and experiences with individual donors who want to help. At DonorsChoose.org, public school teachers submit project requests for specific materials their students need to learn. Donors from across the country browse the Web site and fund the projects they find most compelling.
- To date, nearly 100,000 public, magnet and charter school teachers have used the site to secure funding for more than \$35 million in books, art supplies, technology and other resources that students need to learn. Through DonorsChoose.org, individuals from all walks of life have helped more than 2.3 million students.
- For more information, visit www.DonorsChoose.org.

Are they a legitimate non-profit organization?

- DonorsChoose.org is a nonprofit tax-exempt organization as identified by the IRS Internal Revenue Code 501(c)(3).



SONIC

How much is SONIC contributing?

- SONIC is donating more than half a million dollars through Limeades for Learning to public school teacher projects across the country.

Is there a SONIC in my hometown?

- To find a SONIC Drive-In location near you, visit www.SonicDriveIn.com and look for the "Find a SONIC" button and type in your zip code or address.

What is a SONIC Cruiser®?

- A SONIC Cruiser is a special customer. When you sign-up to be a Cruiser, you will receive updates from SONIC regarding new products, special promotions and unique offers. If you sign up to be a SONIC Cruiser after you cast your vote on LimeadesforLearning.com, you will receive a special offer as a thank-you.

If I don't sign up to be a SONIC Cruiser now, can I sign up later?

- Consumers may sign up to be a SONIC Cruiser at any time by visiting www.SonicDriveIn.com.

Does SONIC support other charities?

- For more than 50 years, SONIC has been a generous community partner, by partnering with local organizations to meet community needs.

Sonic Corp., the Oklahoma-based headquarters for Sonic, America's Drive-In, partners with community organizations to support programs geared toward advancing education and academic opportunity for Oklahoma youth ages 4 – 22. Through a volunteer tutoring program with Wilson Elementary School, SONIC has helped students gain the confidence needed to be successful students tomorrow.

- In addition to giving programs generated at the corporate level, individual franchisees throughout the SONIC system generously give back to the communities in which they do business. Support varies including reading programs and helping kids stay in school through Accent on Kids, a program which provides off the shelf resources for teachers and principals in local communities.
- For more information on SONIC's giving efforts, visit the Community Giving section at www.SonicDriveIn.com.