



December 19, 2014

El Pollo Loco Celebrates Grand Opening of Edinburg, TX Location

Fire-Grilled Chicken Restaurant Celebrates Grand Opening With Ribbon Cutting Ceremony

COSTA MESA, Calif., Dec. 19, 2014 (GLOBE NEWSWIRE) -- [El Pollo Loco](http://www.ElPolloLoco.com), the nation's leading fire-grilled chicken restaurant chain, celebrated the grand opening of its newest location in Edinburg, TX on Thursday, December 18. The new restaurant, located at 2808 W University Drive., is owned and operated by local franchisees Mark Wright, Wayne Pearson and partners and it is their third El Pollo Loco restaurant in the Rio Grande Valley. The new Edinburg restaurant hosted a ribbon cutting ceremony and grand opening celebrations.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=29739>

"We are pleased to open this new Edinburg restaurant and have the opportunity to offer customers fresh and healthy menu items and provide jobs to area residents," said Mark Wright at the ribbon cutting ceremony this afternoon. "Our group is excited to be involved with this strong and growing brand and we look forward to opening additional El Pollo Loco restaurants in the region."

The new Edinburg location is the 12th in the state of Texas, and franchisees Mark Wright, Wayne Pearson and partners have plans for three additional sites in the next two years. El Pollo Loco has more than 400 company and franchise restaurant locations in Arizona, California, Nevada, Utah and Texas and delivers its renowned citrus-marinated fire-grilled chicken and handcrafted entrees that use only the freshest ingredients to create authentic Mexican inspired recipes.

"We are thrilled to open a new restaurant in Edinburg, TX and continue to expand our brand with franchisees Mark Wright, Wayne Pearson and partners, who currently have three El Pollo Loco restaurants with three more in development in South Texas, scheduled to open in 2015," said Mark A. Belanger, CFE, Vice President, Franchise at El Pollo Loco. "As part of our strategic growth plan, we seek strong franchisees like Mr. Wright and Mr. Pearson who are a vital part in furthering the Company's growth in key markets such as Arizona, California, Nevada, Texas, Utah as well as other key markets."

The approximately 2,900 square-foot Edinburg El Pollo Loco has seating for 72 guests inside the dining room and incorporates the brand's hacienda design which features an open kitchen layout designed for customers to watch the signature chicken as it is grilled. The restaurant is open seven days a week from 10:00AM - 11:00 PM.

It's time to get crazy and join the El Pollo Loco eClub. Local fans are also encouraged to join the [My Loco Rewards](#) program for exclusive news, rewards and previews delivered to their inbox. My Loco Rewards also allows members to voice their opinion and learn from other passionate Grill Masters. For more information on El Pollo Loco, please visit www.ElPolloLoco.com or check us out on [Facebook](#) and [Twitter](#).

About El Pollo Loco

[El Pollo Loco](#) (Nasdaq:LOCO) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by authentic Mexican recipes. With more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco will expand its presence in key markets through a combination of company and existing and new franchisee development. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste. Visit us on our website at ElPolloLoco.com.



A Grand Opening celebration at the newest restaurant in Edinburg, TX

CONTACT: MEDIA CONTACT

Kellie Duffy, ICR

LOCO@icrinc.com

203.682.8244



Source: El Pollo Loco

News Provided by Acquire Media