



November 9, 2017

El Pollo Loco Announces the Grand Opening of New Restaurant in Orem, UT

New location marks the 5th restaurant in Utah and 62nd operated by franchise partner W.K.S. Restaurant Corporation

Restaurant to celebrate opening day with prize giveaways

COSTA MESA, Calif., Nov. 09, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Orem, UT today. The new El Pollo Loco, located at 76 E. University Pkwy., is owned and operated by experienced franchise partner W.K.S. Restaurant Corporation (WKS). This restaurant marks El Pollo Loco's fifth location in Utah and the 62nd operated by WKS.

"We are excited to bring El Pollo Loco to Orem and offer the community a family-friendly environment where they can enjoy our signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings," said Roland Spongberg, President and CEO of WKS. "The local community has been vocal in their desire to have their very own El Pollo Loco, and we are happy to welcome the residents and visitors of Orem, Provo and Utah County to come join us at our new restaurant."

To celebrate, the new restaurant will host grand opening festivities on November 9, 2017. The local community is invited to enjoy special activities including a prize wheel and a "Free Chicken for a Year" reward card for the first 100 people in line.

"We are thrilled to continue our expansion in Utah with the help of our trusted franchise partner, W.K.S. Restaurant Corporation," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Roland and his team have been a part of the El Pollo Loco family for almost 30 years and, as our largest franchise partner, have contributed exponentially to the success of our brand. WKS exemplifies exactly what we look for in new and existing franchisee relationships, and we look forward to continuing this partnership and opening even more El Pollo Loco restaurants with WKS in the future."

The 2,995 square foot restaurant has seating for 70 guests and incorporates the brand's new 'Vision Design,' which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco's menu and brand identity. The new design features warm textures, rustic elements and a focus on the Company's signature open kitchen layout which allows for guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant is open daily from 10:00 am to 10:00 pm.

For promotions and news on the new Orem location, fans can follow the restaurant's local [Facebook](#) page. El Pollo Loco fans are encouraged to join the new [Loco Rewards](#) Loyalty Program and will receive a free chicken avocado taco after signing up. Loco Rewards members will be able to earn points, redeem rewards and manage offers directly from the new El Pollo Loco mobile app, which is available for download in both the [Apple App Store](#) and [Google Play Store](#).

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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 470 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at www.elpolloloco.com.

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