



February 11, 2016

El Pollo Loco Heats Up Houston With First New Restaurant Opening of 2016

COSTA MESA, Calif., Feb. 11, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Houston, TX. The new restaurant located at 5309 S. Rice Avenue is the 10th location to open in the Houston market and 20th in the state of Texas.

"We were extremely pleased with our development in the Houston-area in 2015 and look forward to continuing to build on those efforts this year by bringing new restaurants to the community. It's a great feeling to open our newest restaurant on Rice Avenue, marking another convenient location in Houston," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Since first entering the Houston market in 2014, we have truly enjoyed creating new El Pollo Loco fans by sharing our signature citrus-marinated, fire-grilled chicken and Mexican inspired entrees with the community."

The 2,995 square foot restaurant has seating for 84 guests and features the brand's hacienda design which features an open kitchen layout designed for customers to view El Pollo Loco's signature chicken as it's being fire-grilled. The restaurant is open seven days a week from 10 a.m. to 10 p.m. with drive-thru service concluding at 11 p.m.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in Northern California, Arizona, Colorado, Nevada and Texas. For more information visit <https://elpolloloco.com/franchising/>.

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 430 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas 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.

Like: <https://www.facebook.com/EIPolloLoco>

Follow on Twitter: [@EIPolloLoco](#)

Follow on Instagram: [@EIPolloLoco](#)

Subscribe: <http://www.youtube.com/user/OfficialEIPolloLoco>

Join e-club: <http://www.elpolloloco.com/locorewards/>

Media Contact:

Kellie Duffy

ICR Inc.

203-682-8200

LOCO@icrinc.com