



March 24, 2016

El Pollo Loco Announces the Grand Opening of New Houston Area Restaurant

COSTA MESA, Calif., March 24, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Pearland, TX today. The restaurant, located at 2610 Pearland Parkway between E Broadway Street and Province Village Drive is the 11th to open in the Houston market.

"We are excited to continue expanding with the opening of our 22nd location in the state of Texas and offer another conveniently located destination for individuals and families to enjoy our handcrafted dishes," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Our citrus-marinated, fire-grilled chicken is a crowd pleaser and we look forward to sharing our flavorful chicken meals and Mexican-inspired entrees with the Houston community."

The Company's signature fire-grilled chicken is artfully prepared by El Pollo Loco's Grill Masters and then hand-cut, and served in its chicken meals and authentic Mexican-inspired entrees made with only the freshest ingredients. Whether guests are looking for a family chicken meal, burrito, salad, quesadilla or under 500 calorie options, El Pollo Loco has a wide variety of delicious offerings.

The 2,995 square foot restaurant has seating for 84 guests and features the brand's hacienda design, with an open kitchen layout for customers to view El Pollo Loco's signature chicken as it's 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 fans are encouraged to join the Loco Rewards Program. New members that sign up will receive a voucher for a free order of chips and guacamole. Loco Rewards members also receive exclusive offers, information about new menu items, promotions, events and more. For more information on El Pollo Loco, please visit www.elpolloloco.com or check them out on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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. Visit us on our website at ElPolloLoco.com.

CONTACT: Media Contact:

Kellie Duffy

ICR Inc.

203-682-8200

LOCO@icrinc.com