



January 16, 2017

El Pollo Loco Announces the Grand Opening of New Restaurant in San Rafael, CA

COSTA MESA, Calif., Jan. 16, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in San Rafael, CA today. The new El Pollo Loco, located at 910 Anderson Drive is the first to open in the city of San Rafael.

"We are excited to continue expanding in our home state of California 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. "Not only do we look forward to sharing our signature citrus-marinated, fire-grilled chicken with the San Rafael community, we are also thrilled to be able to create jobs for local residents. We take great pride in serving guests and we welcome passionate, hardworking individuals to join the El Pollo Loco family."

The 2,654 square foot restaurant has seating for 40 guests and features the brand's '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 signature chicken as it is fire-grilled. The restaurant is open seven days a week from 10:00 a.m. to 11:00 p.m.

For promotions and news on the new San Rafael location, fans can follow the restaurant's [local Facebook page](#). El Pollo Loco fans are also encouraged to join the My Loco Rewards Program. New members that sign up will receive a coupon code for a free Taco al Carbon. My Loco Rewards members also receive exclusive offers, information about new menu items, promotions, events, and more.

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information, visit www.elpollo loco.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 455 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 ElPolloLoco.com.

Like: www.facebook.com/EIPolloLoco

Follow on Twitter: [@EIPolloLoco](https://twitter.com/EIPolloLoco)

Follow on Instagram: [@EIPolloLoco](https://www.instagram.com/EIPolloLoco)

Subscribe: www.youtube.com/OfficialEIPolloLoco

Join e-club: www.elpollo loco.com/locorewards/

Join our team: www.elpollo loco.com/careers

MEDIA CONTACT:

Kellie Duffy

ICR

203-682-8200

LOCO@icrinc.com