



## El Pollo Loco Teams Up With Adrian Gonzalez for Loco Summer Fun

### One Lucky Winner Will Receive a VIP Baseball Experience

COSTA MESA, Calif., May 22, 2017 -- [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced a partnership with Adrian Gonzales, the Mexican-American All-Star first baseman.

"Given our Los Angeles heritage and Mexican roots, we are especially honored to partner with local All-Star baseball player Adrian Gonzalez," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "In addition to being a stellar athlete, Adrian is a foodie and we're proud that he's an El Pollo Loco fan. We're thrilled to partner with a home town player and give Adrian an opportunity to treat his fans to special offers at El Pollo Loco."

"Adrian's sincere love for the City of Angels paired with his genuine passion for authentic food, family and baseball, make him a fitting social influencer for El Pollo Loco," said Alex Corral, CEO of JOE Agency, Gonzalez's marketing agency. "I am excited for the partnership with El Pollo Loco because I love the food! It's crazy good," added Gonzalez.

Throughout the partnership, Gonzalez will promote exciting offers and exclusive sweepstakes through social media. In special recognition of Gonzalez's uniform number, 23, El Pollo Loco will offer the following promotions on the 23<sup>rd</sup> of each month:

- **May 23:** Buy One Tostada, Get One Free
- **June 23:** Buy One Quesadilla, Get One Free
- **July 23:** 23% Off Any Chicken Meal
- **August 23:** Buy One Burrito, Get One Free

In July, El Pollo Loco customers will also have a chance to win a VIP baseball experience with Adrian Gonzalez on July 28, 2017. In addition to field-level tickets to enjoy that night's action, the winner will get the special opportunity for a meet and greet with Gonzalez before the game.

Guests are encouraged to follow El Pollo Loco and Adrian Gonzalez on Facebook, Twitter and Instagram to receive all the latest coupon codes and sweepstakes information.

**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 465 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 franchisee development. Visit us on our website at [ElPolloLoco.com](http://ElPolloLoco.com).

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