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EL POLLO LOCO EXPANDS ITS PRESENCE WITH NEWEST SACRAMENTO AREA LOCATION

Fire-Grilled Chicken Restaurant Chain Celebrates Grand Opening at 1212 Howe Ave.

Costa Mesa, Calif. (September 12, 2014) – Today, El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken restaurant chain, celebrated the grand opening of its newest restaurant located at Howe Ave and Hurley Way, in Sacramento. The festivities included remarks by elected officials, including representatives for Assembly Member Ken Cooley's office and Congresswoman's Doris Matsui's office, community dignitaries and El Pollo Loco COO Kay Bogeajis, followed by kitchen tours and a ribbon cutting ceremony.

"El Pollo Loco has shown its commitment to Sacramento," wrote Assemblyman, Ken Cooley in his letter of commendation. "I am happy that this location will provide 50 new job opportunities to our community and I commend you on your commitment to the people of Sacramento as they choose to eat healthier."

This is the fifteenth El Pollo Loco in the Sacramento area, a key expansion market for the brand that is targeting a growth of 8-10% per year. This growth will be achieved through a combination of company, existing and new franchisee development. El Pollo Loco is always looking for qualified franchisees who are interested in joining the brand to help it grow. For more information please visit elpolloloco.com/franchising.

"We are excited to expand El Pollo Loco's presence in Sacramento, bringing with us wholesome meals prepared from scratch in our restaurant daily and additional employment opportunities,"

(more)



said David Aguilera, Director of Operations, El Pollo Loco during the ribbon cutting ceremony this morning. “As a proud member of this community we look forward to identifying meaningful ways to give back, whether it means volunteering in our local neighborhood or supporting community organizations in need through strategic partnerships.”

At approximately 2,900 square feet, the restaurant will feature a vibrant exterior, colorful, comfortable booths and large windows to allow natural sunlight into the dining area. An exhibition kitchen will showcase the preparation of El Pollo Loco’s signature citrus-marinated chicken which will be prepared on an open flame by the restaurant’s Grill Masters. The restaurant is open seven days a week from 10:00 a.m. to 11:00 p.m. with dine-in service concluding one hour prior to closing. Catering for special events and celebrations is also available.

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 and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by authentic Mexican recipes. With more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco will expand its presence in key markets targeting growth of eight to 10 percent per year 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.

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