



FOR IMMEDIATE RELEASE

El Pollo Loco Holdings, Inc., Prices Its Initial Public Offering

COSTA MESA, CA – July 24, 2014 – El Pollo Loco Holdings, Inc. (“El Pollo Loco”) (Nasdaq: LOCO) today announced the pricing of its initial public offering of 7,142,857 shares of common stock at a price to the public of \$15.00 per share. All of the shares in the offering are being offered by El Pollo Loco. In addition, El Pollo Loco has granted the underwriters a 30-day option to purchase up to an additional 1,071,429 shares. The shares are expected to begin trading on July 25, 2014 on the NASDAQ Global Select Market under the ticker symbol “LOCO”. The closing of the offering is expected to occur on July 30, 2014, subject to the satisfaction of customary closing conditions.

Jefferies, Morgan Stanley and Baird are acting as joint book-running managers in the proposed offering. William Blair and Stifel are acting as co-managers in the proposed offering.

The offer is being made only by means of a prospectus. Copies of the prospectus may be obtained from: Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by emailing Prospectus_Department@Jefferies.com, or by calling (877) 547-6340; Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, NY 10014, Attention: Prospectus Department, or Robert W. Baird & Co. Incorporated, Attention: Syndicate Department, 777 E. Wisconsin Avenue, Milwaukee, WI 53202, by emailing syndicate@rwbaird.com or by calling (800) 792-2473.

A registration statement relating to the offered shares of common stock of El Pollo Loco was declared effective by the Securities and Exchange Commission on July 24, 2014. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor may there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About El Pollo Loco

El Pollo Loco is a differentiated and growing restaurant concept that specializes in fire-grilling citrus-marinated chicken in front of its customers. El Pollo Loco opened its first location on Alvarado Street in Los Angeles, California, in 1980 and has grown to more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. The Company’s distinctive menu features its signature product – citrus-marinated fire-grilled chicken – and a variety of Mexican-inspired entrees that the Company and its franchisees create from that chicken.

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