

FOR IMMEDIATE RELEASE

Contact: Julie Lynne Weeks
El Pollo Loco, Inc.
714.599.5150
jweeks@elpolloloco.com



**El Pollo Loco® Opens its 52nd Orange County Restaurant on
Monday, December 6th in Anaheim**

The nation's flame-grilled chicken leader celebrates its 30th anniversary, bringing its citrus-marinated, flame-grilled goodness to a new Orange County location.

COSTA MESA, CA – December 3, 2010 – More than 27 years after opening its first Orange County restaurant in Santa Ana, El Pollo Loco will open the doors to its newest OC location on Monday, December 6, 2010 in Anaheim. This opening marks the city of Anaheim's sixth El Pollo Loco.

Located at 1098 North State College Blvd. (near the corner of North State College Blvd. and La Palma Avenue), the new restaurant is approximately 2,400 square feet and offers bright, comfortable seating-- including a six-seat family table-- for 50 guests. The restaurant employs approximately 40 new hires from the local community and is open seven days a week, from 10:00 a.m. to 10:00 p.m. In addition to dine in and take out service, catering for special events and celebrations is available.

Orange County's newest El Pollo Loco pays tribute to the expertise and artistry that made El Pollo Loco famous by highlighting the grilling action. Guests can watch as experienced Grill Masters demonstrate the skill involved in preparing perfectly grilled chicken. The open dining area features flexible seating and food is delivered to the tables in an atmosphere that encourages guests to relax and enjoy the El Pollo Loco dining experience. A self-serve salsa bar enables guests to easily customize their menu selections with any combination of El Pollo Loco's signature salsas. All are prepared fresh every day.

“We are thrilled to expand in Orange County with our beautiful new Anaheim location,” said Jacob Bernal, General Manager of the new restaurant. “Our entire team is primed and ready to deliver the fine people of this community an exceptional experience, each and every time they visit our restaurant.”

Founded in Guasave, Mexico in 1975, El Pollo Loco, pronounced “L Po-yo Lo-co” and Spanish for “The Crazy Chicken,” opened its first U.S. restaurant in Los Angeles in 1980 and is famous for the unique preparation of its award-winning “pollo”-- fresh chicken marinated in a special recipe of herbs, spices, citrus and garlic passed down from the founding family. The marinated chicken is then flame-grilled, hand cut and served hot off the grill with warm tortillas, freshly prepared salsas, and a wide assortment of side dishes. Rounding out the menu are fresh flavorful entrées inspired by the kitchens of Mexico, including signature, grilled burritos, Pollo Bowl® entrees, salads, tacos, quesadillas, chicken tortilla soup and more.

About El Pollo Loco

El Pollo Loco, Inc. is the nation’s leading restaurant concept specializing in flame-grilled chicken. Headquartered in Costa Mesa, California, El Pollo Loco currently operates 413 restaurants (242 franchised locations and 171 company-owned locations). The restaurants are located in California, Arizona, Nevada, Texas, Colorado, Oregon, Utah, Illinois, Missouri, Georgia, Virginia, and Connecticut. The menu features El Pollo Loco’s signature citrus-marinated, flame-grilled chicken in individual and family-size meals, along with a variety of contemporary, Mexican-inspired entrees, including its specialty Pollo Bowl® entrees, pollo salads, signature grilled burritos, tacos, quesadillas and Chicken Tortilla Soup. El Pollo Loco is a privately held company owned by Trimaran Capital Partners and Company management. For more information, visit www.elpolloloco.com.

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