



FOR IMMEDIATE RELEASE

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**El Pollo Loco® Flocks to Big Bear Lake;
Restaurant Scheduled to Open Tuesday, May 18th**

The nation's flame-grilled leader celebrates its 30th anniversary, bringing its citrus-marinated, flame-grilled goodness to Southern California's favorite mountain getaway!

COSTA MESA, CA – May 14, 2010 – Following much anticipation around the flame-grilled leader's arrival, El Pollo Loco will open its doors at 10 a.m. on Tuesday, May 18, 2010 in Big Bear Lake. This is Big Bear Valley's first El Pollo Loco.

The new restaurant is the first El Pollo Loco for franchise partner, Pollo Loco Big Bear, Inc.

Located at 41383 Big Bear Blvd. on the corner of Big Bear Blvd. and Conklin Avenue, the new restaurant is approximately 2,900 square feet and offers bright, comfortable seating for 68 guests. The restaurant employs approximately 30 new hires from the local community and is open seven days a week, from 10:00 a.m. to 9:00 p.m. Drive-thru service is offered, along with dine-in and take-out service. Catering for special events and celebrations is also available.

Big Bear Valley's first El Pollo Loco restaurant highlights the chain's fresh, citrus-marinated chicken and Carne Asada style Sirloin steak cooking on the grill and features an open dining area with flexible seating and a cozy fireplace that encourage customers to relax and enjoy the El Pollo Loco dining experience. A self-serve salsa bar is also available so guests can 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 bring the people of Big Bear Valley our fresh, natural, citrus-marinated, flame-grilled chicken, as well as a wide variety of fresh Mexican entrees featuring our signature chicken and Carne Asada style flame-grilled Sirloin steak,” said John Toth, President of Pollo Loco Big Bear, Inc. “We think the people of this community are primed and ready for the distinct flame-grilled taste of El Pollo Loco-- flavor they won’t find anywhere else.”

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 1980 and is famous for the unique preparation of its award-winning “pollo”-- fresh chicken marinated in a special recipe of herbs, spices and citrus juices 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, Pollo 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, Connecticut, and New Jersey. 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. Earlier this year, El Pollo Loco added Carne Asada style flame-grilled Sirloin steak to its menu. 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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