



**El Pollo Loco iFeels the Mexcellence!
with Four Brand Nuevo Grilled Chicken Burritos**

***The nation's flame-grilled chicken leader also invites flavor cravers to enjoy
its new limited time Tropical Habanero Chicken***

COSTA MESA, Calif. (July 29, 2011)

Just a couple of weeks after launching *El Pollo Loco's iFeel the Mexcellence!*SM campaign highlighting the brand's passion for flavor and hand-made preparation, the flame-grilled chicken leader is adding more *fuel to the (hand-made) fire* with four Brand Nuevo Grilled Chicken Burritos. All, of course, are made by hand.

The new burritos will be available in all El Pollo Loco restaurants beginning July 30, and four varieties mean there's a Brand Nuevo Grilled Chicken Burrito to please every pallet. All feature plenty of the chain's signature citrus-marinated, flame-grilled chicken and are wrapped in a large flour tortilla grilled to mouthwatering perfection. Below is a rundown of the four new burrito sensations.

- ***The Poblano*** features El Pollo Loco's signature flame-grilled chicken combined with fresh avocado, rice, pinto beans, flame-grilled corn, fresh cilantro, diced onions, melted Jack cheese and a mild salsa prepared with Poblano chilies.
- ***The Califresco*** features El Pollo Loco's signature flame-grilled chicken combined with grilled vegetables, rice, pinto beans, fresh pico de gallo, fresh cilantro, melted Jack cheese and our fresh hand-made Avocado Salsa.
- ***El Tradicional*** features El Pollo Loco's hand-pulled flame-grilled chicken cooked in a mild Verde salsa and then combined with rice, pinto beans, fresh cilantro, diced onions and melted Jack Cheese.
- ***The Spicy Chipotle*** features El Pollo Loco's signature flame-grilled chicken combined with rice, pinto beans, fresh Pico de Gallo, sour cream, fresh cilantro, melted Jack Cheese and a spicy, smoky fire-roasted Chipotle salsa.

"With the launch of our new grilled chicken burritos, you no longer have to visit an upscale Mexican eatery to find premium burritos bursting with flavor and fresh ingredients," said Mark Hardison, vice president of marketing for El Pollo Loco. "We're slicing fresh avocados, chopping fresh cilantro and using signature salsas that complement our citrus-marinated, flame-grilled chicken to demonstrate what El Pollo Loco *iFeel the Mexcellence!*SM is all about. We're going above and beyond to combine fresh ingredients in new ways that deliver truly crave-able burritos you won't find anywhere else."

El Pollo Loco is also introducing its new limited time Tropical Habanero Chicken. Available in both individual and family meals through September 23, El Pollo Loco's Tropical Habanero Chicken starts with fresh, natural chicken that's flame-grilled to perfection and then covered in a sweet and spicy glaze featuring guava, citrus and Habanero chilies. The result is a tantalizing blend of sweet and spicy flavors.

El Pollo Loco's Tropical Habanero Chicken builds on the popularity of past limited time flavor favorites, including Tequila Lime, Chile Orange, Chile Lime, Barbecue and Lemon Pepper, and is perfect for summer get-togethers paired with an assortment of the chain's flavorful sides and accompanied by warm tortillas and fresh salsas. El Pollo Loco's traditional flame-grilled chicken is also available. Guests can mix the two varieties, traditional and Tropical Habanero, in their order if they choose.

El Pollo Loco will communicate its Brand Nuevo Burritos and limited time Tropical Habanero Chicken to consumers through a multimedia campaign that includes new television commercials in both English and Spanish, which are set to air in select West Coast markets beginning August 8, 2011. Commercials will build on the *El Pollo Loco iFeel the Mexcellence!*SM theme and include a stomach serenade to celebrate the joy that accompanies eating El Pollo Loco's Brand Nuevo Burritos. In addition to television advertising, a wide mix of point-of-purchase vehicles will be used to promote El Pollo Loco's new offerings, including window clings, interior signage, register displays and drive-thru communication.

About El Pollo Loco

Headquartered in Costa Mesa, California, El Pollo Loco, Inc. currently operates more than 400 restaurants located primarily in California, with additional restaurants in Arizona, Colorado, Connecticut, Georgia, Illinois, Nevada, Oregon, Texas and Utah. El Pollo Loco's menu features its signature citrus-marinated, flame-grilled chicken in individual and family-size meals served with warm tortillas, freshly prepared salsas and an assortment of sides. El Pollo Loco also serves a variety of Mexican-inspired entrees featuring the chain's citrus-marinated, flame-grilled chicken, including Pollo Bowl® entrees, pollo salads, grilled burritos, tacos and more. For more information, visit www.elpolloloco.com.

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