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



**FISH TACOS-- NEW AT EL POLLO LOCO!**

***The chicken connoisseur reels in fish taco lovers with two tasty varieties-- El Pollo Loco style of course!***

COSTA MESA, Calif. (January 27, 2011) – The culinary experts at El Pollo Loco have given the fish taco a tasty new twist with sauces featuring its own salsa recipes. Beginning Saturday, January 29 through mid April 2011, El Pollo Loco will offer two fish tacos—the Classic Baja Fish Taco and the Spicy Avocado Fish Taco. Both tacos feature crispy beer battered Alaskan white fish tucked into warm corn tortillas and topped with shredded cabbage and fresh cilantro. The Classic Baja Fish Taco is drizzled with yogurt sauce mixed with El Pollo Loco’s signature house salsa recipe; the Spicy Avocado Fish Taco is topped with yogurt sauce combined with El Pollo Loco’s popular avocado salsa recipe. A slice of fresh lime adds a burst of citrus flavor to each taco.

El Pollo Loco’s new limited time fish tacos are available individually and as a combo with a choice of any two fish tacos and a small drink.

“Limited time menu offerings like our fish tacos give us opportunities to provide our guests exciting new ways to enjoy the taste of El Pollo Loco,” said Mark Hardison, vice president of marketing for El Pollo Loco, Inc. “We’ve topped our beer battered fish tacos with sauces prepared with our signature salsa recipes for a refreshing twist on a Baja favorite.”

El Pollo Loco will communicate its limited time fish tacos to consumers through a multimedia campaign. General market and Spanish-language television spots will appear in select West Coast markets beginning February 7, 2011. Additionally, a wide mix of point-of purchase vehicles will be used, including window clings, translites, and other in-restaurant and drive-thru communication.

El Pollo Loco, Inc., a privately held company headquartered in Costa Mesa, California, currently operates more than 400 restaurants in 12 states: California, Arizona, Nevada, Texas, Oregon, Utah, Colorado, Missouri, Illinois, Georgia, Virginia, and Connecticut. For more information, visit the company’s website at [www.elpolloloco.com](http://www.elpolloloco.com).

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