



IMMEDIATE RELEASE

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**EL POLLO LOCO DEBUTS THREE NEW PLATES AND BRINGS BACK
FREE CAKE WITH FLAME-GRILLED FEAST**

COSTA MESA, Calif. (October 23, 2010) – Flavor fanatics looking for real flame-grilled meals now have something new to crow about! El Pollo Loco announced today the addition of three new plates-- a Carne Asada Plate, Mixed Grill Plate and a Tamale Plate.

Available for a limited time, the Carne Asada Plate features plenty of El Pollo Loco's citrus-marinated, flame-grilled carne asada served with Spanish rice, pinto beans, warm tortillas and fresh salsa. The new Mixed Grill Plate features two of El Pollo Loco's flame-grilled favorites-- carne asada alongside a chicken leg or thigh served with Spanish rice, pinto beans, warm tortillas and fresh salsa. The third plate serves up a highly anticipated seasonal favorite-- two El Pollo Loco Chicken Tamales covered with tasty Colorado sauce and served with Spanish rice, pinto beans and fresh salsa.

In addition to its three new plates, El Pollo Loco is bringing back a popular family meal offer. For a limited time, families can once again have their cake and eat it too (for FREE!) when they purchase an El Pollo Loco Flame-Grilled Feast, available in two family friendly sizes. The 9-piece feast features nine pieces of El Pollo Loco's fresh, natural, citrus-marinated, flame-grilled chicken with a choice of two large sides, warm tortillas, fresh salsas and a FREE 16 oz. Bundt cake. The 14-piece feast offers 14 pieces of El Pollo Loco's citrus-marinated, flame-grilled chicken with a choice of three large sides, warm tortillas, fresh salsas and a FREE 16 oz. Bundt cake.

Two varieties of cake are available. The Chocolate Fudge Bundt cake delivers rich, melt-in-your-mouth, chocolate flavor draped in creamy chocolate icing. The ultra moist Dulce de Leche cake features delicate caramel flavor drizzled with caramel icing. Both cakes serve eight and are trans fat free per serving. An individually- sized Chocolate Fudge Cake is also available for just \$1.00 for those craving a sweet finish to their meal.

“These are challenging times and families deserve meals that offer both value and great taste,” said Mark Hardison, Vice President of Marketing. “Our Flame-Grilled Feast offers fresh, delicious food people can feel good serving their families, and because it offers a sweet reward, there’s no need for families watching their budget to sacrifice dessert.”

El Pollo Loco’s new plates and FREE cake promotion will be communicated to consumers in both general and Hispanic markets in television commercials that begin airing in select markets on November 1, 2010. Additionally, El Pollo Loco will communicate these offers through a broad mix of interior and exterior point-of-purchase vehicles including window clings, translites, and drive-thru signage.

El Pollo Loco, Inc., a privately held company headquartered in Costa Mesa, California, offers a wide variety of fresh Mexican-inspired entrees (grilled burritos, Pollo Bowl® entrees, tacos, chicken tortilla soup, quesadillas and more) in addition to individual and family meals featuring its famous chicken served with a wide variety of sides, warm tortillas and fresh salsas. In January, El Pollo Loco added carne asada to its menu, providing fans another way to enjoy the citrus-marinated, flame-grilled taste of El Pollo Loco. The company currently operates over 400 restaurants in 13 states: California, Arizona, Nevada, Texas, Colorado, Oregon, Utah, Missouri, Georgia, Illinois, Virginia, Connecticut and New Jersey. For more information, visit the Company’s website at <http://www.elpolloloco.com>.

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