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THE QUESO CRUNCH BURRITO IS BACK AT EL POLLO LOCO WITH A BRAND NEW TWIST
The flame-grilled leader's biggest, boldest burrito taste returns
with a choice of Citrus-Marinated, Flame-Grilled Chicken or Carne Asada style Sirloin Steak!

COSTA MESA, Calif. (July 24, 2010) – **Calling all flavor cravers!** Delivering the perfect combination of soft and crunchy textures with plenty of El Pollo Loco's flame-grilled deliciousness layered throughout, the Queso Crunch Burrito is back at El Pollo Loco, but only for a limited time!

El Pollo Loco's biggest burrito taste first appeared in restaurants in February of 2008 as a limited time offering for fans craving bold flavor and crunch. The crunchy taste sensation returns on July 24th with a twist-- the opportunity to enjoy it with El Pollo Loco's famous flame-grilled chicken *or* new citrus-marinated, flame-grilled Carne Asada style Sirloin steak.

Available through the end of September, 2010, the Queso Crunch Burrito combines plenty of El Pollo Loco's citrus-marinated, flame-grilled chicken or carne asada with Jack cheese & poblano queso, fresh Pico de Gallo salsa, crispy tortilla strips and optional jalapeno slices. Wrapped in a large flour tortilla, the burrito is then grilled to mouthwatering perfection.

"The Queso Crunch Burrito is one of our most popular limited time burrito offerings and we're expanding its appeal even further by offering a choice of flame-grilled chicken or steak," said Karen Eadon, chief marketing officer for El Pollo Loco. "Now, pollo *and* Carne Asada enthusiasts have a tasty, portable way to enjoy the citrus-marinated, flame-grilled taste only El Pollo Loco can deliver."

El Pollo Loco will communicate its new Queso Crunch Burrito to consumers through a multimedia campaign that includes new television commercials in both English and Spanish that will

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appear in select West Coast markets beginning August 2, 2010. In addition to television advertising, a wide mix of point-of-purchase vehicles will be used to introduce the Queso Crunch Burrito, including window clings, translites, register displays, tray-liners and drive-thru communication.

El Pollo Loco, Inc., a privately held company headquartered in Costa Mesa, California, offers a wide variety of fresh Mexican entrees featuring its signature citrus-marinated, flame-grilled chicken and Carne Asada style Sirloin steak (Pollo Bowl® entrees, salads, tacos, 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. The company currently operates over 400 restaurants in 13 states: California, Arizona, Nevada, Texas, Colorado, Oregon, Utah, Georgia, Illinois, Missouri, Virginia, Connecticut and New Jersey. For more information, visit the company's website at www.elpolloloco.com.

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