



FOR IMMEDIATE RELEASE

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**El Pollo Loco® Flocks to Rohnert Park;
Restaurant Scheduled to Open Tuesday, October 19th**

The nation's flame-grilled leader celebrates its 30th anniversary, bringing its citrus-marinated, flame-grilled goodness to the people of Rohnert Park

COSTA MESA, CA – October 18, 2010 – Following much anticipation around the flame-grilled leader's arrival, El Pollo Loco will open its doors at 10 a.m. in Rohnert Park on Tuesday, October 19, 2010. This is Rohnert Park's first El Pollo Loco and the 12th El Pollo Loco location for franchise owners, Manuel Perales and Joseph Rubin.

Located at 5225 Redwood Drive near Wilfred Avenue next to Scandia Family Fun Center, the new restaurant is approximately 3,000 square feet and offers bright, comfortable seating for 78 guests. The restaurant will employ approximately 40 new hires from the local community and is open seven days a week, from 10:00 a.m. to 10:00 p.m. Drive-thru service is offered, along with dine-in and take-out service. Catering for special events and celebrations is also available.

Rohnert Park's first El Pollo Loco restaurant highlights the chain's fresh, citrus-marinated chicken and carne asada cooking on the grill and features an open dining area with flexible seating where customers can 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.

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“We are thrilled to bring the people of Rohnert Park our fresh, natural, citrus-marinated, flame-grilled chicken, along with a wide variety of fresh Mexican entrees featuring our signature flame-grilled chicken and carne asada,” said Manuel Perales, owner of Sonoma Pollo Corporation, the franchise entity that operates the location. “We think the people here 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 citrus, garlic and spices 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 more than 400 restaurants located in 13 states: 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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