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EL POLLO LOCO SPREADS ITS WINGS WITH NEWEST LAS VEGAS LOCATION

Fire-Grilled Chicken Restaurant Chain Celebrates Grand Opening at 1985 N. Martin Luther King Blvd.

Costa Mesa, Calif. (August 26, 2014) – Today, El Pollo Loco (Nasdaq: LOCO), the nation’s leading fire-grilled chicken restaurant chain, celebrated the grand opening of its newest restaurant located at 1985 N. Martin Luther King Blvd., in Las Vegas. The festivities included remarks by elected officials, including City of Las Vegas councilman Ricki Y. Barlow, community dignitaries and El Pollo Loco CEO Steve Sather, followed by kitchen tours and a ribbon cutting ceremony.

“I and City of Las Vegas residents in Ward 5, whom I represent, are elated to have El Pollo Loco as a new partner in the community,” said Barlow. “El Pollo Loco provides a wonderful option for healthy nutrition for the thousands of commuters on Martin Luther King Boulevard. I would like to give a special thank you to CEO Steve Sather, and his staff, as well as my many constituents and community stakeholders in the ward who came out to welcome this great restaurant. We are all committed to El Pollo Loco’s success.”

This restaurant, which employs approximately 50 individuals from the local community, is the eighteenth El Pollo Loco in the greater Las Vegas area.

“We are excited to expand El Pollo Loco’s presence in Las Vegas, bringing with us wholesome meals prepared from scratch in our restaurant daily and additional employment opportunities,” said Daniel Aleman, area leader, El Pollo Loco. “As a proud member of this community we look forward to identifying meaningful ways to give back, whether it means volunteering in our local neighborhood or supporting community organizations in need through strategic partnerships.”

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At approximately 2,900 square feet, the restaurant will feature a vibrant exterior, colorful, comfortable booths and large windows to allow natural sunlight into the dining area. An exhibition kitchen will showcase the preparation of El Pollo Loco's signature citrus-marinated chicken which will be prepared on an open flame by the restaurant's Grill Masters. The restaurant is open seven days a week from 10:00 a.m. to 11:00 p.m. with dine-in service concluding one hour prior to closing. Catering for special events and celebrations is also available.

About El Pollo Loco

[El Pollo Loco](#) (Nasdaq: LOCO) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by authentic Mexican recipes. With more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco will expand its presence in key markets targeting growth of eight to 10 percent per year through a combination of company and existing and new franchisee development. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste. Visit us on our website at ElPolloLoco.com.

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