



El Pollo Loco Announces the Grand Opening of New Restaurant in Hurst, TX

New DFW location marks second restaurant owned and operated by franchise partner Chicken Time Holdings, LLC

COSTA MESA, Calif., November 14, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest north Texas location in the city of Hurst today. The new restaurant, located at 1245 W. Pipeline Road, is owned and operated by franchise partner Chicken Time I, LLC, an affiliate of Henry Investment Group. The restaurant marks the first location to open in Hurst, sixth location to open in the Dallas-Fort Worth (DFW) market and second restaurant for Chicken Time Holdings, LLC.

“We are very excited to bring the first El Pollo Loco to Hurst and offer the community a family-friendly environment where they can enjoy our signature citrus-marinated, fire-grilled chicken, house made salsas and other Mexican-inspired entrees,” said David Henry, Chief Executive Officer of Chicken Time Holdings, LLC. “We want to thank El Pollo Loco for being such a great partner to us as we open our second DFW restaurant. We look forward to being an active part of the community and offering guests an authentic and delicious dining option.”

The brand’s signature citrus-marinated chicken is prepared on an open flame grill by El Pollo Loco Grill Masters before it is hand-cut and served in its chicken meals and crave-worthy Mexican-inspired entrees. Whether guests are looking for a family chicken meal, burrito, salad, quesadilla or under 500-calorie options, El Pollo Loco has a wide variety of flavorful offerings.

“We are thrilled to have Chicken Time Holdings introduce the brand to Hurst and continue to help us expand our presence in the greater DFW area,” said Steve Sather, Chief Executive Officer at El Pollo Loco. “David Henry and team opened our first location in this market with their Bedford restaurant and we look forward to working together to continue to open new locations and bring El Pollo Loco to more communities across the market.”

The 3,000 square foot restaurant has seating for 62 guests and incorporates the brand’s new ‘Vision Design,’ which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco’s menu and brand identity. The new design features warm textures, rustic elements and a focus on the Company’s signature open kitchen layout which allows for guests to view El Pollo Loco’s chicken as it is

fire-grilled. The restaurant is open seven days a week from 10:30 a.m. to 10:00 p.m. For more information about El Pollo Loco in DFW, visit www.elpolloloco.com/dallas.

For promotions and news on the new Hurst location, fans can follow the restaurant's [local Facebook page](#). El Pollo Loco fans are also encouraged to join the My Loco Rewards Program. New members that sign up will receive a coupon code for a free Taco al Carbon. My Loco Rewards members also receive exclusive offers, information about new menu items, promotions, events and more. To learn more about El Pollo Loco, please visit www.elpolloloco.com or check them out on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information, visit www.elpolloloco.com/franchising.

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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 450 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at ElPolloLoco.com.

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