



El Pollo Loco Brings the Heat with Grand Opening of First Dallas/Fort Worth Location

Franchise-owned restaurant in Bedford marks first location to open in the Dallas/Fort Worth Market

COSTA MESA, Calif., August 9, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its doors to the first El Pollo Loco in the Dallas/Fort Worth market. The new restaurant, located at 1900 Central Drive in Bedford, TX is owned and operated by franchise partner Chicken Time II, LLC, an affiliate of Henry Investment Group. It is the first of seven locations set to open in the market by the end of the year.

"As a brand we take great pride in serving an authentic Mexican-inspired menu featuring family chicken meals, burritos, salads, quesadillas, and more. We are proud to officially open our first location in Dallas/Fort Worth," said Steve Sather, Chief Executive Officer of El Pollo Loco. "David Henry and the rest of the Chicken Time II team have been great partners and have worked tirelessly to open the doors to this new restaurant. We are thrilled to be part of this great community and look forward to continuing to expand our footprint in the market, which we will do later this month when we open our company-owned restaurant in Allen."

"We are thrilled to have opened the doors to the very first El Pollo Loco in Bedford at Central Drive and Airport Freeway, and want to thank El Pollo Loco for being such tremendous partners throughout the entire development process," said David Henry, Chief Executive Officer of Henry Investment Group. "The El Pollo Loco brand is beloved and craved in its home region of Southern California, and has successfully expanded its footprint across the Southwest. We want to invite the entire community to come dine with us and try our signature citrus-marinated, fire-grilled chicken, house made salsas, and other Mexican-inspired entrees, served fresh from the El Pollo Loco grill every day!"

The 3,000 square foot restaurant has seating for 62 guests and features the Company'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 freshness, evident throughout the images and artwork that will be on display on the interior and exterior of the restaurants. The restaurant is open seven days a week from 10:30 a.m. – 10:00 p.m. with drive thru service open until 11:00 p.m.

El Pollo Loco plans to celebrate its new Dallas/Fort Worth restaurant openings with a grand giveaway of 1,000 meals and a #LocoChicken scavenger hunt which will reward winners who locate custom-made dinner plates in notable locations surrounding the new restaurants with a “Chicken for a Year” prize. The Bedford restaurant is also scheduled to host a grand opening event for the community on Saturday, September 10 starting at 11 a.m. The event will include free family activities and entertainment throughout the day.

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 435 company-owned and franchised restaurants in Arizona, California, Nevada, Texas, and Utah, El Pollo Loco is expanding its presence in key markets like Houston and Dallas through a combination of company and existing and new franchisee development. Visit us on our website at ElPolloLoco.com.

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