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EL POLLO LOCO OPENS THIRD SACRAMENTO AREA LOCATION IN THREE MONTHS IN ROSEVILLE

Fire-Grilled Chicken Restaurant Chain Celebrates Grand Opening On Fairway Drive

Costa Mesa, Calif. (November 12, 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 9501 Fairway Drive in Roseville. The festivities included remarks by Field Representative from Assemblywoman Beth Gaines’ office, Jeff Schwartz and El Pollo Loco Area Leader, Jason Lucero followed by kitchen tours and a ribbon-cutting ceremony.

"It is exciting to welcome El Pollo Loco as a new partner in the Roseville community," said Senator Jim Nielsen. "El Pollo Loco is a successful business in our greater Sacramento area that invests in the local community it serves with job opportunities and wholesome food. I'd like to personally thank David Aguilera, Jason Lucero and his staff, as well as the community representatives and residents who came out today to welcome El Pollo Loco."

This is the seventeenth El Pollo Loco in the Sacramento area, a key expansion market for the brand that is targeting a growth of 8-10% per year. This growth will be achieved through a combination of company, existing and new franchisee development. El Pollo Loco is always looking for qualified franchisees who are interested in joining the brand to help it grow. For more information please visit elpolloloco.com/franchising.

"We are excited to continue to expand El Pollo Loco’s presence in Sacramento with our third restaurant opening in just three months, and are thrilled with the response from the community," said David Aguilera, Director of Operations, El Pollo Loco during the ribbon-cutting ceremony this morning. "The wholesome meals prepared from scratch in our restaurant daily and

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additional employment opportunities we have been able to bring to the community have enabled us to make a positive impact on Roseville in the short time we've been here since opening our doors.”

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](http://www.ElPolloLoco.com) (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 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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