



El Pollo Loco Continues Dallas-Fort Worth Expansion with Opening of Allen Location

COSTA MESA, Calif., August 24, 2016 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Allen, TX. The restaurant, located at 386 E Stacy Road is the second to open in the Dallas-Fort Worth (DFW) market and comes on the heels of the first DFW location which opened in Bedford earlier this month.

"We are thrilled to open our second DFW location in Allen and introduce our signature citrus-marinated, fire-grilled chicken and Mexican-inspired entrees to residents and visitors in the area," said Steve Sather, Chief Executive Officer of El Pollo Loco. "With two restaurants already open in the market, we look forward to continuing to expand our footprint over the coming months and create new fans in the area by delivering our healthful food served fresh from the El Pollo Loco grill every single day."

The 2,995 square foot company-owned restaurant has seating for 70 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 through the images and artwork that will be on display on the interior and exterior of the restaurant. The restaurant is open seven days a week from 10:00 a.m. - 11:00 p.m.

El Pollo Loco is celebrating its entrance to DFW with a grand giveaway of 1,000 meals. El Pollo Loco will also host a #LocoChicken scavenger hunt that invites fans to locate custom-made dinner plates in notable places surrounding the new Allen restaurant. Participants can view clues to find the dinner plates on El Pollo Loco's Facebook page ([Facebook.com/ElPolloLoco](https://www.facebook.com/ElPolloLoco)). Those who find a #LocoChicken plate will win a "Chicken for a Year" prize to redeem at their local DFW El Pollo Loco.

Additionally, the Allen restaurant will host a grand opening event for the community on Saturday, September 24 starting at 11 a.m. The event will include free family activities throughout the day. For more information about El Pollo Loco in DFW, visit [ElPolloLoco.com/dallas](https://www.ElPolloLoco.com/dallas).

About El Pollo Loco

[El Pollo Loco](https://www.ElPolloLoco.com) (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 440 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](https://www.ElPolloLoco.com).

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