



## **El Pollo Loco Continues Texas Expansion into Dallas Market**

### **Company and New Franchisee Plan to Open 20-30 Restaurants by 2019**

COSTA MESA, Calif., May 21, 2015 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced significant expansion plans to enter the Dallas market.

Building on the success of its entry into Houston, El Pollo Loco will be opening company and franchise restaurants in the Dallas market beginning the first half of 2016. Chicken Time Holdings, LP, an affiliate of Henry Investment Group ("HIG"), a Dallas based Family Office was selected to co-develop the market. The new franchisee will open a total of seven El Pollo Loco locations in Dallas over the next four years.

"The Houston community has enthusiastically welcomed our presence into the market. Driven by that success, we are thrilled to continue our Texas expansion to Dallas, in partnership with The Henry Investment Group, to bring our famous citrus-marinated and fire-grilled chicken to more customers throughout the state," said Steve Sather, President and CEO of El Pollo Loco. "There is tremendous opportunity in the Dallas market and we have identified numerous potential sites. We continue to accept inquiries from potential franchise partners to help us grow in other Texas markets and throughout the southwest."

The restaurant operations leadership team at HIG brings over 20 years of successful experience to the project. HIG's vision includes investing in sustainable long-term enterprises, representing the highest quality in all that it does, being active in the communities it serves and attracting and retaining quality team members.

"Our values closely align with those of El Pollo Loco's as the company is focused on providing a great customer experience, high quality food and a dedicated staff and as a Dallas based company, we believe the concept will resonate well with local residents," said David Henry, Principal & CEO of The Henry Investment Group. "The brand's famous fire-grilled chicken, menu items made with fresh ingredients and a fun and vibrant atmosphere, will be a great addition to

the community. We are excited to be part of a strong and growing brand that we believe in and look forward to opening our first El Pollo Loco restaurant in 2016.”

El Pollo Loco goes to crazy lengths to create Mexican-inspired entrées that are made with the freshest ingredients. It’s Crazy You Can Taste.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in Northern California, Arizona, Colorado, New Mexico, Nevada and Texas. For more information visit <https://elpollo loco.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 and fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by authentic Mexican recipes. With more than 415 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, 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](http://ElPolloLoco.com).

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### **Media Contact:**

Alecia Pulman, ICR

[LOCO@icrinc.com](mailto:LOCO@icrinc.com)

203.682.8200