



El Pollo Loco Heats Up Dallas/Fort Worth with Two Restaurants Opening August 2016

First two restaurants will open in Allen and Bedford, TX

COSTA MESA, Calif., July 20, 2016 -- El Pollo Loco (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the brand's first two restaurants in the Dallas/Fort Worth area will open in Allen and Bedford, TX in August 2016. The Company, known for its authentically prepared Mexican chicken, previously announced plans to co-develop the market with experienced franchise owner and operator, Chicken Time Holdings, LLC, an affiliate of Dallas-based Henry Investment Group. The Allen restaurant marks the first company-owned restaurant and Bedford marks the first franchised restaurant planned to open in the market.

"We have been very vocal about our attraction to Texas and are thrilled to expand our presence into Dallas/Fort Worth with our partner Chicken Time Holdings to bring our famous fire-grilled chicken to the market for the first time," said Steve Sather, President & Chief Executive Officer at El Pollo Loco. "From family chicken meals to burritos, tacos, quesadillas, and salads, El Pollo Loco is a destination for high quality Mexican offerings served with the speed and convenience of a quick serve restaurant. We are excited to also unveil our new Vision restaurant design and can't wait to share our delicious Fresh From the Grill menu with the Dallas/Fort Worth community."

El Pollo Loco plans to open a total of 20-30 restaurants in the market by the end of 2019, which will be a combination of both franchise and company owned locations. The first two restaurants will open in Allen and Bedford at the following locations: 386 E. Stacy Road, Allen, TX and 1900 Central Drive, Bedford, TX. The brand is also slated to open five restaurants at the following locations in the Dallas/Fort Worth area:

- 1245 W. Pipeline Rd, Hurst, TX, 76053
- 2125 N. Highway 360, Grand Prairie, TX 75050
- 2834 W. University, Denton, TX, 76201
- 9544 Forest Lane, Dallas, TX 75234
- 8817 N. Freeway, Fort Worth, TX, 76177

“We are honored to be teaming up with this great brand to introduce El Pollo Loco’s delicious Fresh From the Grill Mexican-inspired menu to communities in the Dallas/Fort Worth market,” said David Henry, CEO of Chicken Time Holdings, LLC. “We look forward to opening the doors to El Pollo Loco in Bedford next month, as well as an additional six locations over the next three years, and are excited to begin to grow this authentic brand in Northern Texas.”

All of the Dallas/Fort Worth restaurants will continue El Pollo Loco’s tradition of serving healthful, freshly prepared food hot off its open flame grills. The Company goes to crazy lengths for its signature citrus-marinated, fire-grilled chicken, which is marinated fresh daily in a special recipe of herbs, spices, fruit juices, and garlic before being fire-grilled, hand-cut and served in its chicken meals, burritos, salads, soups, tacos and quesadillas. This same passion is applied to its handmade guacamole, salsas and dressings which are prepared fresh daily. The Company will also be featuring its new Vision design at all of its Dallas/Fort Worth locations, 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 restaurants will incorporate brick, raw metals, concrete flooring, and street art, as well as fun posters, pops of color and graphic tiles that reflect the Company’s Mexican roots.

El Pollo Loco’s expansion into the Dallas/Fort Worth market marks the next phase in its strategic growth plans and comes on the heels of its entrance into the Houston area where the brand currently has 12 restaurants and is continuing to grow. El Pollo Loco’s expansion of its geographic footprint is testament to its attractive QSR+ positioning, which brings customers the quality of food typical of fast casual restaurants while providing the speed, convenience and value typical of traditional QSRs. El Pollo Loco’s success stems from its continued focus on providing high-quality food, at a compelling value with excellent service in a warm and inviting atmosphere.

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 Allen and Bedford restaurants are also scheduled to host grand opening events for the community on Saturday, September 10 starting at 11 a.m. The events 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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