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EL POLLO LOCO FIRES UP THE GRILL AT NEWEST SACRAMENTO AREA LOCATION

Fire-Grilled Chicken Restaurant Chain Celebrates Grand Opening at 8428 Elk Grove Florin Rd.

Costa Mesa, Calif. (October 9, 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 8428 Elk Grove Florin Road at Calvine Road in Elk Grove. The festivities included remarks by elected officials, including Congressman Ami Bera, representatives for Senator Darrell Steinberg's office and District Representative Don Nottoli's office, community dignitaries and El Pollo Loco Director of Operations, David Aguilera followed by kitchen tours and a ribbon-cutting ceremony.

“As the representative for the residents of the 7th District of California, I'm excited to welcome El Pollo Loco as a new partner in the Elk Grove community,” said Congressman Ami Bera, M.D. “El Pollo Loco is a good example of a business that invests in the local community it serves by providing career growth opportunities for its employees and giving to local charities. I'd like to personally thank David Aguilera, Jason Lucero and his staff, as well as the community representatives and constituents of my district who came out today to welcome El Pollo Loco to Elk Grove.”

This is the sixteenth 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.

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“We are excited to expand El Pollo Loco’s presence in Sacramento, bringing with us wholesome meals prepared from scratch in our restaurant daily and additional employment opportunities,” said David Aguilera, Director of Operations, El Pollo Loco during the ribbon-cutting ceremony this morning. “We recently opened another Sacramento area restaurant at 1212 Howe Avenue and participated in Sacramento’s Farm to Fork Festival, we’re always looking for ways to get involved with the community.”

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 over 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](#) (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 targeting growth of eight to 10 percent per year 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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