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**MIRA MESA RESIDENT WINS EL POLLO LOCO CREW MEMEBER
T-SHIRT SLOGAN CONTEST**

Winning Slogan to be Featured on Crew Member Uniforms this Fall

Costa Mesa, Calif. (October 15, 2014) – El Pollo Loco, the nation’s leading fire-grilled chicken restaurant chain, announced the winner of their employee-sourced T-shirt slogan contest today. The winning slogan, chosen from more than 830 entries from employees across 400 restaurants and five states reads, “You wish it, we dish it (loco style),” and was coined by employee, Tina Cao.

Tina, a 17-year-old high school student, has been working at El Pollo Loco for a year and a half as a cashier. “My favorite part of working at El Pollo Loco is watching real ingredients being assembled into fresh entrees,” she stated. “My personal favorite menu item is the Mango Grilled Tostada; I get it at least once or twice a week!”

When Tina isn’t working at El Pollo Loco, she devotes her time to school. As a senior at Mira Mesa High School, she is involved in several academic clubs, including Science Olympiad and Book Club. Once a track and field athlete, Tina still finds time to run when she’s not working or studying. After graduation Tina hopes to attend a four-year university majoring in both Computer Science Engineering and Marketing.

“I came up with my slogan because I wasn’t able to fall asleep one night,” said Tina. “I didn’t think I’d win. But it feels nice to know my coworkers will be wearing my slogan soon.”

This contest was born off the success of the brand’s first ever social media contest that garnered almost 800 slogan entries from customers and fans of the brand across the country. “After the enthusiasm that radiated off our social media channels this spring, we wanted to extend this challenge to our El Pollo Loco employees,” said Ed Valle, chief marketing officer, El Pollo Loco. “Tina’s slogan was chosen as the winner from over 830 entries from our crew members that truly showcase how much pride they have for the brand.” Starting this fall, Tina’s slogan will spice up the uniforms of El Pollo Loco employees.

(more)

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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