



GET TWICE THE FIRE-GRILLED CHICKEN WITH EL POLLO LOCO'S NEW DOUBLE CHICKEN SALADS

**Four new crave-worthy salads available for a limited time only
Company also unveils refreshed advertising campaign featuring new tagline, 'Fresh From the Grill'**

COSTA MESA, Calif., April 25, 2016 – [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of four new Double Chicken Salads, available for a limited time. The salads include premium ingredients like avocado and a double dose of El Pollo Loco's signature citrus-marinated, fire-grilled chicken for twice the protein and flavor.

The new line of Double Chicken Salads includes the following:

- **Avocado Mango Chile** – Avocado, mango salsa, cotija, chile seasoning
- **Avocado Taco** – Avocado, sour cream, pinto beans, cheese, tortilla strips, pico de gallo
- **Southwest Bacon** – Avocado bacon, grape tomatoes, cheese, corn
- **Avocado Fajita** – Avocado, fajita vegetables, cheese, tortilla strips

Additionally, the Company announced the refresh to its advertising campaign, which includes the introduction of the brand's new tagline 'Fresh from the Grill.' El Pollo Loco fans will see the new tagline throughout the Company's new advertisements across various platforms including television, radio and in-restaurant.

"It's an exciting time for El Pollo Loco as we not only launch fresh new salads featuring a double serving of our famous citrus-marinated, fire-grilled chicken but also unveil our new advertising campaign that we think will really resonate with fans," said Ed Valle, Chief Marketing Officer at El Pollo Loco. "We're excited because 'Fresh From the Grill' showcases El Pollo Loco's superior grilling method and communicates both craveability and freshness. We hope guests enjoy both our new ads and the deliciously fresh salads."

El Pollo Loco goes to crazy lengths to create Mexican-inspired entrées that are made with fresh ingredients and focuses on grilling its citrus-marinated chicken to perfection. The brand features its Grill Masters as the experts behind the grill who devotedly prepare El Pollo Loco's signature chicken that is grilled over an open flame and then chopped and doubled up for each of the new salads.

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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