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EL POLLO LOCO UNVEILS NEWLY REDESIGNED WEBSITE, CONTINUES ENHANCEMENTS TO RESTAURANT AND CUSTOMER EXPERIENCE

Costa Mesa, Calif. (February 20, 2013) – El Pollo Loco, the nation’s fire grilled chicken restaurant leader, today unveiled its newly redesigned website – ElPolloLoco.com. The site, which is also accessible on mobile devices and tablets, features enhanced access to the restaurant’s food composition tables, new product information and promotions, and a restaurant locator.

“Providing the highest quality experience for our customers at every touch point, both in our restaurants and online, is of the utmost priority,” said Ed Valle, chief marketing officer, El Pollo Loco. “Our refreshed website is yet another example of that commitment and is designed to provide our customers with easy-to-find, immediate access to the information they want within seconds.”

The refresh of ElPolloLoco.com coincides with the company’s commitment to remodel its nearly 400 restaurants. The hacienda-inspired designs feature large exhibition kitchens which allow customers to see the fresh preparation of El Pollo Loco’s fire grilled chicken, colorful, more comfortable, booths and larger windows to allow more light into the restaurant.

ElPolloLoco.com allows customers to easily place large party catering orders and purchase El Pollo Loco gift cards. Additionally, the site lets El Pollo Loco’s craziest customers enroll in *My Loco Rewards* a fan club that features special rewards, product giveaways, exclusive events and first-looks at new menu items and more.

About El Pollo Loco

Headquartered in Costa Mesa, California, El Pollo Loco, Inc. currently operates nearly 400 restaurants located primarily in California, with additional restaurants in Arizona, Connecticut, Illinois, Nevada, Texas and Utah. El Pollo Loco’s menu features its signature citrus-marinated, flame-grilled chicken in individual and family-sized meals served with warm tortillas, freshly prepared salsas and an assortment of sides. El Pollo Loco also serves a variety of Mexican-inspired entrees featuring the chain’s citrus-marinated, flame-grilled chicken, including Pollo Bowl® entrees, grilled chicken salads, grilled burritos, tacos and more. For more information, visit www.elpolloloco.com

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