



FOR IMMEDIATE RELEASE

El Pollo Loco Holdings, Inc. Announces Filing of Registration Statement for Proposed Initial Public Offering

COSTA MESA, CA – June 24, 2014 – El Pollo Loco Holdings, Inc. today announced that it has filed a registration statement on Form S-1 with the Securities and Exchange Commission relating to the proposed initial public offering of its common stock. The registration statement filed today represents El Pollo Loco Holdings, Inc.'s initial public filing pursuant to the provisions of the Jumpstart our Business Startups (JOBS) Act of 2012. The number of shares to be offered and the price range for the proposed offering have not yet been determined. El Pollo Loco Holdings, Inc. is applying to list its common stock on the NASDAQ Global Select Market under the ticker symbol "LOCO".

Jefferies LLC, Morgan Stanley & Co. LLC and Robert W. Baird & Co. Incorporated are acting as joint book-running managers in the proposed offering. William Blair & Company, L.L.C. and Stifel are acting as co-managers in the proposed offering.

The proposed offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus related to the offering may be obtained from: Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by emailing Prospectus_Department@Jefferies.com, or by calling (877) 547-6340; Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, NY 10014, Attention: Prospectus Department, by telephone at (866) 718-1649 or by e-mail at prospectus@morganstanley.com; or Robert W. Baird & Co. Incorporated, Attention: Syndicate Department, 777 E. Wisconsin Avenue, Milwaukee, WI 53202, by emailing syndicate@rwbaird.com or by calling (800) 792-2473.

A registration statement on Form S-1 relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The registration statement on Form S-1 may be accessed through the SEC's website at <http://edgar.sec.gov>.

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