



El Pollo Loco Launches Online Ordering and Mobile App

Guests can eliminate waiting in line through Company's new mobile app and online ordering capabilities

COSTA MESA, Calif., December 1, 2016 -- [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of its online ordering platform and mobile app. The [online ordering website](#) allows guests a quick and easy way to enjoy the company's freshly prepared Mexican-inspired entrees. In addition to adding online ordering capabilities, the company has brought the power of ordering to customer's mobile devices with the launch of its first ordering app. The free mobile app is available to download now in the [iTunes App Store](#) and on [Google Play](#).

El Pollo Loco's online ordering and mobile app, developed in partnership with [Olo](#), feature a full array of capabilities including full menu ordering, customization and payment options, location finder, product and restaurant information, flexible pick up date and time selection options as well as special offer code acceptance. Online ordering and the mobile app are part of the company's continuous commitment to provide guests a convenient dining experience with great food, excellent service, an inviting atmosphere, and a good price. Watch the [El Pollo Loco App video](#) and visit [order.elpolloloco.com](#) to see everything these new platforms have to offer.

"At El Pollo Loco, we constantly look for ways to elevate our guests' dining experience and are thrilled to launch two new methods for customers to order their favorite El Pollo Loco meals through online and mobile platforms," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Our guests are on-the-go, and by providing them in-restaurant, drive-thru and now online and mobile ordering options, we are continuing to provide more personalized and convenient ways to enjoy our offerings and cater to their increasingly busy lifestyles. Beyond the ability to order and pay online and on their phone, guests can expect to soon see future technology innovations, including additional payment options, loyalty program integration, delivery and more."

El Pollo Loco goes to great lengths to prepare its signature, citrus-marinated, fire-grilled chicken and hand-crafted Mexican entrees in all of its restaurants every day. With the introduction of the brand's online ordering website and mobile app, guests are now able to order ahead and eliminate the wait time in getting their hands on El Pollo Loco's healthier, wholesome and craveable meals.

"Since day one of working with El Pollo Loco, it was clear to us how committed they are to preparing fresh, high quality, authentic food in their restaurants every day, and we were delighted to be able to mirror that commitment to quality when developing the online ordering platform and new mobile app for the brand," said Noah Glass, Founder and Chief Executive Officer at Olo. "By utilizing our latest technologies, including our newest mobile interface, among other new and improved features, we are

confident we created an online and mobile experience that El Pollo Loco fans will enjoy almost as much as the brand's signature citrus-marinated, fire-grilled chicken."

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 450 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at ElPolloLoco.com.

About Olo:

Olo helps restaurant brands maximize revenue per square foot by delivering faster, more accurate, and more personal service to their customers. Through beautiful, fully branded digital interfaces, Olo's enterprise-grade ordering platform integrates with the brands' existing systems, opening new digital revenue streams, injected seamlessly into the restaurant's operations. Olo is a pioneer in the industry, beginning with text message ordering on mobile feature phones in 2005. Today, over 30 million consumers use the Olo platform to order ahead and Skip the Line® at the restaurants they love. Clients include Baskin-Robbins (DNKN), Chili's (EAT), Chipotle (CMG), Five Guys Burgers & Fries, Jamba Juice (JMBA), Noodles & Company (NDLS), sweetgreen, Wingstop (WING), and more. Learn more at Olo.com.

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