



El Pollo Loco Continues South Texas Expansion with New Pharr Restaurant

Franchisee Opens Fourth Rio Grande Valley Restaurant

COSTA MESA, Calif., September 11, 2015 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Pharr, TX. The new restaurant, located at 400 N. Jackson Road, is owned and operated by local franchisees Mark Wright, Wayne Pearson and partners who have been franchisees with the brand for 14 years.

"El Pollo Loco is a strong, growing brand which always makes the experience of opening a new location both exciting and rewarding," said Mark Wright. "It is a real honor to bring the first El Pollo Loco restaurant to Pharr and to offer the community a place to find fresh and healthier menu options for the whole family."

"We are thrilled to open a new restaurant in Pharr, TX and continue to expand our brand with franchisees Mark Wright, Wayne Pearson and partners, who now own and operate four El Pollo Loco restaurants," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Franchise partners are a vital part of our Company's strategic growth plan, and they have made immense contributions in furthering the Company's growth in South Texas."

The 3,400 square-foot restaurant incorporates the brand's hacienda design which features an open kitchen layout designed for customers to view the signature chicken as it is being grilled. The restaurant is open seven days a week from 10 a.m. to 11 p.m.

El Pollo Loco is currently seeking highly qualified, multi-unit operators in Northern California, Arizona, Colorado, New Mexico, Nevada and Texas. For more information visit <https://elpolloloco.com/franchising/>.

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 Mexican recipes. With more than 415 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. 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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