



## El Pollo Loco Names Vitro Creative Agency of Record

COSTA MESA, Calif., October 12, 2016 -- [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced it has selected [Vitro](#) as its creative agency of record following a competitive review. Vitro, the San Diego based creative agency offering full-service advertising and marketing capabilities, will oversee all research, strategy, production, and integrated communications across television, radio, digital, and out-of-home.

"Vitro's strong vision and creative approach to driving brand distinctiveness and restaurant level performance made them an exciting choice for us," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "Vitro is known across the industry for their innovative business solutions and we are looking forward to working together as we team up to create programs that engage our consumers and continue to drive awareness of our brand."

"We couldn't be happier and more excited about the opportunity to work with El Pollo Loco. They are such an iconic brand with a unique story to tell. Plus...they have the dual benefit of providing some seriously great food and actually cooking in their kitchens! So getting the chance to help shape the brand's future today is an absolute thrill," said Tom Sullivan, CEO of Vitro.

AAR Partners, a national agency search consultancy, managed the agency search process.

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### **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 445 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 Vitro**

Vitro is not just another ad agency. Though in Ad Age's Top Ten list two of the last three years, don't get us wrong, we love making ads and we've made some that we're pretty proud of over the past 23 years for iconic brands like Adidas, Petco, Lexus & Disney. But our success lies in the success of our clients so above all else, we're business partners, seeking out creative solutions to their real world business and brand problems, delivering results that matter. Combine that with our philosophy of Never Settling and you can see why VITRO stands out as a next generation creative agency.

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