



January 17, 2017

El Pollo Loco Announces the Grand Opening of New Restaurant in Lake Havasu, AZ

New location marks the 14th restaurant operated by Franchisees Maurice Pack & Phong Huynh

COSTA MESA, Calif., Jan. 17, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, opened its newest location in Lake Havasu, AZ today. The new El Pollo Loco, located at 282 N. Lake Havasu Ave., is owned and operated by franchise partner Pack-Huynh, LLC. The new restaurant marks the first El Pollo Loco location to open in Lake Havasu and the 14th operated by franchisees Maurice Pack & Phong Huynh.

"We are excited to bring El Pollo to Lake Havasu and offer the community a family-friendly environment where they can enjoy our signature citrus-marinated, fire-grilled chicken and authentic Mexican offerings," said Phong Huynh of Pack-Huynh, LLC. "The local community has been vocal in their desire to have their very own El Pollo Loco and we are happy to welcome residents and visitors of Lake Havasu to come join us at our new restaurant."

"We are thrilled to have Pack-Huynh bring El Pollo Loco to Lake Havasu and continue our growth in the Phoenix market," said Steve Sather, Chief Executive Officer at El Pollo Loco. "The Pack-Huynh team has been a fantastic steward of El Pollo Loco and has worked hard to expand the presence of the company. Maurice and Phong have been great partners to us throughout the years and exemplify exactly what we look for in all new and existing franchisee relationships."

The 2,990 square foot restaurant has seating for 70 guests and incorporates the brand's new 'Vision Design,' which highlights an authentic, Mexican-inspired atmosphere and encompasses El Pollo Loco's menu and brand identity. The new design features warm textures, rustic elements and a focus on the Company's signature open kitchen layout which allows for guests to view El Pollo Loco's chicken as it is fire-grilled. The restaurant is open daily from 10:00 am to 10:00 pm.

The new Lake Havasu location will open with El Pollo Loco's new online and mobile ordering capabilities. Guests are encouraged to download the El Pollo Loco app in the [iTunes App Store](#) or [Google Play](#) or visit order.elpolloloco.com to order and pay ahead, and avoid waiting in line.

El Pollo Loco has exclusive multi-unit franchise opportunities available for highly qualified operators in Northern California, Colorado, New Mexico, Texas, Louisiana and Oklahoma. For more information, visit www.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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 460 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.

Like: <https://www.facebook.com/EIPolloLoco>

Follow on Twitter: [@EIPolloLoco](#)

Follow on Instagram: [@EIPolloLoco](#)

Subscribe: <http://www.youtube.com/OfficialEIPolloLoco>

Join e-club: <http://www.elpolloloco.com/locorewards/>

MEDIA CONTACT:

Kellie Duffy
ICR Inc.
203-682-8200
LOCO@icrinc.com