



September 14, 2016

El Pollo Loco Celebrates National Chicken Month with Special Offers

COSTA MESA, Calif., Sept. 14, 2016 (GLOBE NEWSWIRE) -- Calling all chicken enthusiasts! [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, is celebrating National Chicken Month with exciting promotions for guests now through **September 30**.

In honor of the most delicious month of the year, El Pollo Loco is offering special deals that are sure to delight chicken fans. Throughout the month of September, guests who spend \$10 will receive a coupon for a \$5 2-piece leg and thigh combo meal on their next visit. The Company is also offering \$1 off coupons to fans who show their love for chicken on Instagram. Guests who post a photo with a sign that reflects their love for chicken and include the hashtag #LocoForChicken will receive a coupon for \$1 off any purchase during the month of September.

"National Chicken Month is an amazing opportunity for us to celebrate our signature product and show the nation just how much we love chicken," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "Our citrus-marinated fire-grilled chicken truly is the base of everything we do at El Pollo Loco and we're thrilled to invite everyone to join us in our celebration and become a part of the chicken craze."

To further celebrate National Chicken Month, four Instagram personalities will be taking over the [El Pollo Loco Instagram](#) account in the #DayOfLoco Instagram Takeover series lasting the entire month! Featured guest influencers include leading food news source [@foodbeast](#), Orange County Mom Experts at [OC Mom Blog @ocmomblog](#), fitness icon and former WWE Superstar Ryback 'The Big Guy' Ryan Reeves [@thebigguyryback22](#), and Nutritionist and ABC's 'The Bachelor' Veteran Tenley Molzahn [@tenleymolzahn](#). Follow [@ElPolloLoco](#) for their exciting behind-the-scenes posts!

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 440 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. Visit us on our website at [ElPolloLoco.com](#).

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