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El Pollo Loco Taps Harmelin Media as Media Agency of Record

COSTA MESA, Calif., April 22, 2016 (GLOBE NEWSWIRE) -- [El Pollo Loco](#) (Nasdaq:LOCO), the nation's leading fire grilled chicken chain, today announced it has selected [Harmelin Media](#), a results-focused, full service advertising, media planning and buying agency, as its media agency of record commencing July 1, 2016. [AAR Partners](#), a national agency search consultancy, managed the agency search process.

"Harmelin Media demonstrated an impressive understanding of the El Pollo Loco brand and as a result we are thrilled to announce their addition to our team of top quality agency partners," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "We look forward to leveraging Harmelin Media's expertise in media planning and buying to drive our strategic growth plans."

El Pollo Loco has grown to over 430 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah and continues to expand its presence in key markets like Houston and Dallas through a combination of company, existing and new franchisee development. The Company is estimated to invest over \$25 million annually to its media planning and buying which Harmelin Media will strategically manage to elevate the brand's presence across several media platforms.

Mary Meder, President at Harmelin Media commented, "We are thrilled to be working with El Pollo Loco — one of the leading restaurant chains in the U.S. Their fresh, authentically prepared food is simply delicious and we look forward to showcasing El Pollo Loco on new, strategic and innovative media formats."

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 430 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 [EIPolloLoco.com](#).

ABOUT HARMELIN MEDIA

Harmelin Media specializes in strategic media solutions, and has more than 30 years of experience helping clients navigate a rapidly changing media landscape across traditional, digital and lifestyle forms. The firm has grown to more than \$540 million in billings with a diverse client roster including Fortune 500 companies and is now one of the largest independent media service firms in the United States. For more information, visit [www.Harmelin.com](#), or connect with us on Twitter [@harmelinmedia](#) or Facebook [www.facebook.com/HarmelinMedia](#).

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