



December 30, 2015

El Pollo Loco Finishes the Year Strong With 9th Houston-Area Opening

COSTA MESA, Calif., Dec. 30, 2015 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today opened its newest location in Richmond, TX. The new restaurant located at 5346 West Grand Pkwy South is the 9th location to open in the Houston market and 19th to open in the state of Texas.

"We are very pleased with the progress made in developing our brand in the Houston area and are thrilled to end the year with the opening of this new location," said Steve Sather, Chief Executive Officer at El Pollo Loco. "Houston residents have been extremely receptive to El Pollo Loco's expansion in the area which makes opening another restaurant all the more satisfying. We want to thank the Houston community for making us feel so welcome in their city, and we look forward to continuing to expand and develop our footprint in 2016 and beyond."

The 2,995 square foot restaurant has seating for 84 guests and incorporates the brand's hacienda design which features an open kitchen layout designed for customers to view El Pollo Loco's signature chicken as it's being grilled. The restaurant is open seven days a week from 10 a.m. to 10 p.m. with drive-thru service concluding at 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, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 420 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.

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

Follow on Twitter: [@EIPolloLoco](#)

Follow on Instagram: [@EIPolloLoco](#)

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

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

Media Contact:

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