



El Pollo Loco Announces the Grand Opening of New Restaurant in Rialto, CA

COSTA MESA, Calif., October 15, 2018 -- El Pollo Loco, Inc. ("El Pollo Loco" or "Company") (Nasdaq:[LOCO](#)), the nation's leading fire-grilled chicken chain, opened its newest restaurant in Rialto, CA today. The new El Pollo Loco, located at 1225 W. Renaissance Parkway, is the 32nd restaurant in San Bernardino County.

"We are excited to open a new San Bernardino County restaurant in the city of Rialto, as well as expand our footprint in our home state of California," said Gus Siade, Senior Vice President of Operations at El Pollo Loco. "As we continue to celebrate friends, family and great food, we invite all members of the Rialto community to visit our newest location and experience our signature citrus-marinated, fire-grilled chicken and authentic Mexican-inspired entrees."

The 2,995 square foot restaurant has seating for 84 guests while the dining room features the Company'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 well-known open kitchen layout, which allows for guests to view El Pollo Loco's signature chicken, as it is fire-grilled. The restaurant is open seven days a week from 10 am to 11 pm.

For promotions and news on the new Rialto location, fans can follow the restaurant's local [Facebook](#) page. El Pollo Loco fans are encouraged to join [Loco Rewards](#) and will receive a free original Pollo Bowl® after signing up through the new El Pollo Loco app and making any food or beverage purchase. Loco Rewards members can earn points, redeem rewards and manage offers directly from the mobile app, which is available for download in both the [Apple App Store](#) and [Google Play Store](#).

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 480 company-owned and franchised restaurants in Arizona, California, Nevada, Texas, Utah, and Louisiana, 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 www.elpolloloco.com.

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