



EL POLLO LOCO FOCUSES ON DIGITAL INITIATIVES TO BETTER SERVE GUESTS

Company launches new loyalty rewards program on redesigned mobile app

Fire-grilled chicken chain offering delivery from select restaurant locations

COSTA MESA, Calif., June 14, 2017 - [El Pollo Loco](#) (Nasdaq: LOCO), the nation's leading fire-grilled chicken chain, today announced the launch of several new digital initiatives including an all-new loyalty program called Loco Rewards™, a completely redesigned mobile app and delivery service from select restaurant locations.

“At El Pollo Loco, we believe leveraging technology allows us to better connect with our customers and provide them with a high-quality and differentiated dining experience,” said Ed Valle, Chief Marketing Officer at El Pollo Loco. “Our new platform not only allows us to reward our loyal fans, but also to learn about their behaviors and become more targeted in our communication.”

The all-new Loco Rewards loyalty program, developed by [Punchh](#), is available through El Pollo Loco's mobile app. The program offers customers one point for every dollar spent at El Pollo Loco – with a \$10 reward earned after collecting 100 points. In addition to a free entrée reward upon sign-up and a birthday reward, customers may also receive surprise offers tailored for them by participating in the program. Loco Rewards members will be able to earn points, redeem rewards and manage offers directly from the new app. For more details on Loco Rewards, visit www.elpolloloco.com/rewards.

El Pollo Loco's new mobile app is completely redesigned and offers convenient features such as the ability to find product and restaurant information, place meal and catering orders, pay in advance, and allows for flexible pick up date and time selection options, as well as coupon and special offer code acceptance.

The new app is one of several new digital initiatives. In addition to the Loco Rewards loyalty program, El Pollo Loco also worked in partnership with [Olo](#) to enhance their online ordering features, both in the app and on their website. The new changes were designed to address customer's changing needs and offer increased access to the brand. Through Olo's Dispatch Delivery service, El Pollo Loco is now

offering delivery of the Company's craveable hand-crafted, fire-grilled chicken and Mexican entrees directly to its customers. Where available, customers placing an online or mobile order will have the option to choose delivery to their desired destination. El Pollo Loco will continue expanding delivery service from additional restaurant locations.

Guests can order online at www.elpolloloco.com/order or by using the new El Pollo Loco app, available for download now 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 470 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.

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