



For Immediate Release:

El Pollo Loco Chelsea Announces Additional Benefits for Jordan Boys & Girls Club Members

Chelsea, Mass. (January 2009) – At a time when many are tightening their budgets, El Pollo Loco Chelsea kicked off the new year by announcing that all Jordan Boys & Girls Club members will now receive 10% off all purchases when they show their Jordan Club membership card at El Pollo Loco, located at 1014 Revere Beach Parkway in Chelsea.

El Pollo Loco Chelsea is providing this exclusive 10% discount to Jordan Boys & Girls Club members as an extension of the previously announced relationship. Since its opening, the Chelsea El Pollo Loco has provided cash boxes which collect donations from customers. At the end of the year, the restaurant matches customers' donations, dollar for dollar, and the money is donated to the Jordan Club. These funds allow the Club to provide free yearly memberships to those children and families in need.

"El Pollo Loco has a strong commitment to the communities it serves. In these challenging economic times, we wanted to offer our donation partner an additional boost that helps them enjoy nutritious, hearty and delicious meals on a regular basis," said Rich DiBella, franchise partner of El Pollo Loco Chelsea. "We hope that families of the Jordan Boys & Girls Club will take advantage of this discount to enjoy our fresh, natural, flame-grilled chicken and fresh Mexican entrees."

"It is an honor to be associated with such a great and committed company like El Pollo Loco," said Michelle Perez, Executive Director of the Jordan Boys & Girls Club. "El Pollo Loco understands the importance of being a part of our community and this is no more evident than in their support of the Jordan Boys and Girls Club and more importantly to the 1,000 young people we serve every year."

About the Jordan Boys & Girls Club: The Jordan Club's mission is to help young people build strong character and realize their full potential as responsible citizens and leaders. The organization does this by providing a safe haven filled with hope and opportunity, ongoing relationships with caring adults and engaging members in life-enhancing programs. The Jordan club serves nearly 1,100 children and teens, ages 6 to 18. The Jordan Club's approach focuses on six core initiatives throughout the year: Arts; Education; Leadership; Life Skills; Sports, Fitness and Recreation; and Technology.

About El Pollo Loco: El Pollo Loco currently operates more than 400 restaurants located in California, Arizona, Nevada, Texas, Colorado, Washington, Oregon, Utah, Illinois, Georgia, Virginia, Connecticut and Massachusetts. Headquartered in Costa Mesa, California, El Pollo Loco, Inc. is a privately held company owned by Trimaran Capital Partners and company management. For more information about El Pollo Loco, visit the company's website at www.elpolloloco.com.