



FOR IMMEDIATE RELEASE

**POLLO TROPICAL® HELPING HANDHELDS CAMPAIGN
COLLECTS MORE THAN 2,000 PHONES IN 12 HOURS
TO BENEFIT WOMEN IN DISTRESS, LAUNCH HANDHELD MENU**

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On Monday, January 11 in a time frame of 12 hours, Pollo Tropical® collected from caring customers 2,002 used cell phones to benefit Women In Distress as part of a charity event to launch its new handheld line of wraps and sandwiches. The phones were collected at Pollo Tropical locations throughout South Florida, Central Florida, Southwest Florida and the Northeast as part of the **Helping Handhelds Campaign**, which celebrated the launch of Pollo Tropical's new sandwich and wrap line.

Every customer who donated a used handheld device to any company-owned Pollo Tropical location received not one - but two sandwiches or wraps for free.

According to Kim Miller, Senior Director of Marketing at Pollo Tropical, the campaign exceeded all expectations.

"We were pleasantly surprised that so many people came out in support of this effort," said Miller. "The outpouring of support was incredible, and we were more than happy to serve up more than 4,000 meals of our new line of wraps and sandwiches to these thoughtful people."

All the handheld cell phones collected at the Pollo Tropical store locations will be shipped to the Pollo Tropical headquarters for presentation to Women In Distress - a nationally-accredited, full service, domestic violence center, which has been serving domestic violence victims and their families for over three decades.

The phones will be refurbished and programmed to dial 911, so those in distress may receive the emergency care needed. For more information on Women In Distress, visit www.womenindistress.org.

All of Pollo Tropical's new handheld sandwiches and wraps are trans fat free and each are less than 500 calories. The Chicken Caesar Wrap boasts only 360 calories. The Cuban Wrap contains 400 calories. The Chicken Sandwich with Peppadew Sauce and the Chipotle Chicken Sandwich each contain 480 calories, while the Guava Pork BBQ Sandwich has 480 calories.

For more information on Pollo Tropical's wraps and sandwiches or restaurant locations, visit www.pollotropical.com.

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About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, Pollo Tropical's signature citrus marinated, tropical-spiced grilled chicken (Pollo in Spanish) created its namesake. People came from all over just to get a taste of the Pollo. Today, that same recipe is being grilled fresh and served fast to about 20 million loyal Pollo Tropical fans at more than 100 Pollo Tropical restaurants. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

For more information on Pollo Tropical®, including menu items and nutritional information, visit online at www.pollotropical.com.

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