



FOR IMMEDIATE RELEASE
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GIVE A CLUCK ON NATIONAL CHICKEN LOVER'S DAY AND ENJOY FREE CHICKEN AT POLLO TROPICAL®, SEPT. 15

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FLORIDA -- Pollo Tropical® fans in Orlando, Tampa and Southwest Florida will have something extra to cluck about on Wednesday, September 15! It's National Chicken Lover's Day, and in its honor Pollo Tropical will provide a free 1/4 Chicken Meal between 2:00 and 7:00 p.m. to anyone who dresses from head to toe in yellow and clucks like a chicken at the register.

The free 1/4 Chicken Value Meal include the famous Pollo Tropical famous citrus-marinated grilled chicken served with a choice of one side. The National Chicken Lover's Day offer at Pollo Tropical is valid at all company-owned Pollo Tropical restaurants in Tampa, Naples, Cape Coral, Orlando, New Jersey and Hartford, CT. The celebration is scheduled for Wednesday, September 15 from 2:00 p.m. to 7:00 p.m. One offer per customer for the day. For a complete list of locations, visit www.PolloTropical.com.

"Our customers love our chicken. What better way to celebrate National Chicken Lover's Day than by giving it away," said Kim Miller, Senior Director of Marketing for Pollo Tropical.

National Chicken Lover's Day is September 15 as part of festivities surrounding National Chicken Month. It was created 20 years ago by the National Chicken Council and the U.S. Poultry & Egg Association.

About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, the Pollo Tropical 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 120 Pollo Tropical restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

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Photo A caption: Pollo Tropical® celebrates National Chicken Lover's Day by giving away free chicken on September 15 from 2:00 to 7:00 p.m.