



FOR IMMEDIATE RELEASE
5-11-10

**CLIFTON POLLO TROPICAL® UNVEILS NEW LOOK, FLAVORS AND SOUNDS
AT GRAND RE-OPENING ON JUNE 2**

MEDIA CONTACT:

Kampi Chaleunsouk	Jack Wolfe
305-751-7001, x8004	305-751-7001, x8000
Kampi@impactmiami.com	Jack@impactmiami.com

CLIFTON – The Pollo Tropical® in Clifton, at 374 Route 3 West, is undergoing an exciting transformation to offer a new, *elevated* experience - complete with *sizzling* fajita platters and free table service - as well as real plates, silverware and much more. The Clifton restaurant is the first New Jersey Pollo Tropical to boast the brand's elevated concept.

The elevated concept bursts with tropical flavor and new, original menu items. It is also a treat for the other senses with a complete new look, feel and sound. This is achieved through the addition of caricature masterpieces of art ("Night Pollos", a tribute to Edward Hopper's "Nighthawks"; "Pollo Gothic", a tribute to Grant Wood's "American Gothic"; "Pollo Lisa", a tribute to Leonardo da Vinci's "Mona Lisa" and more), an all-new contemporary music soundtrack, warmer colors and a new logo featuring the brand's mascot.

Some of the new dishes that highlight the new Pollo Tropical work of art menu include the sizzling Steak Fajitas complete with all the fajita fixings; a made-fresh-daily crisp and sweet coleslaw; hot, flavorful White Bean Chicken Soup; and a flavorful brown rice that is perfect as a side dish or mixed in a TropiChop® Bowl.

Customers may also enjoy signature favorites such as the citrus-marinated grilled chicken, the savory roast pork, pulled and served with sautéed onions, lime and cilantro and much more.

GRAND EVENT

A grand re-opening event to celebrate the new Pollo Tropical concept restaurant is scheduled for Wednesday, June 2 at 4:00 p.m. Festivities include a red carpet greeting, complimentary new menu item food sampling, music, a visit from the Pollo Tropical mascot and a chance to win \$5,000. The first 250 attendees who sign up can participate in "Rolling with Pollo" - a professionally-sanctioned dice game where participants roll lettered dice to try to spell "Pollo!". The contest is free. Participants must be at least 18 years old, and each person receives only one turn.

-more-



FOR IMMEDIATE RELEASE
5-11-10

New kids' meals feature a choice of grilled drumstick & thigh, grilled chicken breast strips, or four grilled Tropical Wings served with one side dish of choice, or a kid-size TropiChop® with rice or mashed potatoes topped with chicken. All kids' meals include a beverage and a kid-size cup or cone of the new Pollo Tropical Vanilla Soft Serve.

"Our new Pollo Tropical concept features food you feel better about eating with eat-in, take out and drive-thru availability," said Vicky Timmer, Director of Operations for Pollo Tropical, Northeast Region.

The "made-from-scratch" complimentary Salsa Bar will also be available with the popular Fresh Salsa, Salsa Fuego, Guava BBQ, Curry Mustard, the new spicy hot Poyo-Poyo sauce and more.

For those eager to get a taste of the new flavors, the new restaurant will open for business starting at 11:00 a.m. on June 2, 2010.

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 more than 120 restaurants in six countries. 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.

###

Enclosure: Photos with captions.