



FOR IMMEDIATE RELEASE

**POLLO TROPICAL® IS BRINGING ITS TASTE OF THE TROPICS TO GEORGIA,
WITH FIRST LOCATION IN LAWRENCEVILLE OPENING TUESDAY, AUGUST 16**

*First 100 customers in line on opening day will receive a certificate for a free Pollo Tropical® Family Meal and will be entered to win Free Pollo Tropical Chicken for a Year**

MEDIA CONTACTS:

Jack Wolfe
786-326-6763
Jack@ImpactMiami.com

Lesly Ortiz
305-671-1234
LOrtiz@PolloTropical.com

Pollo Tropical®, famous for its citrus-marinated grilled chicken and Caribbean flavors, is bringing its taste of the tropics to Georgia with the grand opening in Lawrenceville, located at 825 Duluth Highway in the Market Shopping Center. Grand opening festivities take place Tuesday, August 16 starting at 10:30 a.m. and continuing throughout the day. The first 100 customers in line will receive a certificate for a free Pollo Tropical Family Meal and will be entered on site to win Free Pollo Tropical Chicken for a Year! Until now, the nearest Pollo Tropical was in Jacksonville, Florida.

According to Vicky Timmer, Region Director for Pollo Tropical, the company's first Georgia location will offer the same great marinated, grilled chicken and made-from-scratch sides guests have come to expect from the quick casual chain, but with an "elevated" flair including free limited table service and WiFi - as well as real plates, original works of art that parody great masters, beer, wine, sangria and much more. Customers can dine in, take out or use the restaurant's convenient "Pollo on the Go" drive thru. The restaurant will open daily at 10:30 a.m., seven days a week.

On the new Pollo Tropical 'masterpiece menu' is its famous citrus-marinated grilled chicken, now also available brushed with a spicy Poyo Poyo sauce. An assortment of signature sandwiches and artistic wraps also highlight the menu, including the Chipotle Chicken Sandwich, Classic Chicken Sandwich with Peppadew Sauce, Guava Pork BBQ Sandwich, Chicken Caesar Wrap, and a Chicken Quesadilla Wrap plus the limited time Chicken Avocado Club Wrap.

Pollo Tropical proudly serves hormone free chicken and many items on the menu are seasoned with Sea Salt instead of iodized salt. The entire menu is trans fat free.

Other menu items include savory Roast Pork, pulled and served with sautéed onions, Guava BBQ Riblets, Create Your Own TropiChop® Bowls, Grilled Wings plus Family Meals and Kids' Meals. The complimentary Salsa Bar is stocked with all the Pollo Tropical favorite sauces including the new spicy Poyo-Poyo Sauce, Cilantro Garlic, Fresh Salsa, Salsa Fuego, Curry Mustard, Guava BBQ and more. Mix and match to your liking with these sauces that are available right at your fingertips.

-more-



FOR IMMEDIATE RELEASE
07-18-11

"This new restaurant offers the greater Lawrenceville area residents sit-down fare at fast food prices," said Vicky Timmer. "Our menu offers fresh, flavorful food that guests can feel good about eating, and we deliver it at the pace of our customers' lives. Customers in a hurry can grab and go while those looking for a night out can enjoy our inviting dining area."

About Pollo Tropical®

Pollo Tropical® restaurants are known for their fresh, never frozen, open flame grilled chicken, marinated in a proprietary blend of tropical fruit juices and spices, as well as authentic "made from scratch" side dishes. The first Pollo Tropical restaurant opened in 1988 in Miami, Florida.

Today, Pollo Tropical has more than 90 company-owned restaurants in Florida, New Jersey and now in Georgia. It also has three franchised locations at Florida universities and 27 franchised restaurants in Puerto Rico, Ecuador, Trinidad & Tobago, Honduras, Venezuela and the Bahamas.

Pollo Tropical is a wholly owned subsidiary of Carrols Restaurant Group, Inc., which is one of the largest restaurant companies in the United States. The Company operates three restaurant brands in the quick-casual and quick-service restaurant segments with 550 company-owned and operated restaurants in 16 states. Carrols Restaurant Group owns and operates two Hispanic Brand restaurants chains, Pollo Tropical® and Taco Cabana®. It is also the largest Burger King® franchisee, based on number of restaurants. Carrols announced plans earlier this year to spin-off its Pollo Tropical and Taco Cabana brands as a stand-alone public company. The spin-off is anticipated to be completed later this year.

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

###

*First 100 customers in line is based upon those lined up at the entrance of the PolloTropical® restaurant as of 10:00 a.m. on Tuesday, August 16. Complete details online at www.pollotropical.com/community.