



FOR IMMEDIATE RELEASE
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10-10-10 (OCTOBER 10, 2010) IS THE DAY OF THE \$10.10 FAMILY MEAL AT POLLO TROPICAL®

Media Contacts:

Kampi Chaleunsouk Jeanette Lopez
305-751-7001, x8004 305-751-7001, x8003
Kampi@impactmiami.com Jeanette@impactmiami.com

NEW JERSEY - Sunday, October 10 marks the date of 10-10-10, and New Jersey families will be the big winners, because Pollo Tropical® is serving up its Family Meal for just \$10.10 on October 10 between 4:00 p.m. and 8:00 p.m.

The incredible 10-10-10 deal consists of an entire famous Pollo Tropical marinated chicken, grilled to perfection, a family-size serving of the signature black beans with white rice, plus rolls for four - all for \$10.10! The 10-10-10 price is available at ALL New Jersey Pollo Tropical restaurants.

“Pollo Tropical recognizes the importance of families and is proud to honor them on this special day,” said Kim Miller, Senior Director of Marketing for Pollo Tropical. “This is a great way for families to enjoy a delicious meal at an incredible price.”

All five New Jersey Pollo Tropical locations will be offering the 10-10-10 Family Meal Special between 4:00 p.m. and 8:00 p.m. on October 10. Visit any of the following restaurants for the 10-10-10 offer: 3103 Kennedy Blvd in North Bergen, 374 Route 3 West in Clifton, 77 US Route 1 South Menlo Park Terrace in Metuchen, 146 Route 46 East in Little Ferry and 641 Route 18 in East Brunswick.

For a complete listing of Pollo Tropical locations, the variety of family meals and other equally-fresh and popular menu items visit www.pollotropical.com. While visiting the Pollo Tropical website, sign up for **Pollo Reward\$™** and receive more offers throughout the year. Registration is easy and free.

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 restaurants in five 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.

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Photo A caption: Celebrate 10-10-10 at Pollo Tropical®! Enjoy the popular Family Meal for only \$10.10 at any New Jersey Pollo Tropical between 4:00 p.m. and 8:00 p.m. on Sunday, October 10.