



FOR IMMEDIATE RELEASE

Fa La La La Savings! Win a Season Pass to Santa's Enchanted Forest

MEDIA CONTACTS:

Jack Wolfe Lesly Ortiz
786-326-6763 305-671-1234
Jack@ImpactMiami.com LOrtiz@PolloTropical.com

SOUTH FLORIDA – Pollo Tropical® is helping South Floridians enjoy the holiday season with a special free contest for a season pass to Santa's Enchanted Forest. The South-Florida based grilled chicken chain is also again offering a discount to the popular Santa's Enchanted Forest for all of its Miami-Dade and Broward County customers.

SEASON PASS PROMOTION BEGINS TODAY

To make the holidays even a little brighter, any resident of Miami-Dade or Broward Counties age 18 or older can text the word "SANTAS" to 30241 for the chance to win one of 10 season pass tickets. One text per phone number, limited to residents of Dade and Broward County only. Winners will be selected via random drawing on Monday, December 5th, 2011 and will be notified via text message. Complete rules can be found online at www.pollotropical.com/community.

DISCOUNT COUPONS AVAILABLE STARTING NOVEMBER 28

Starting November 28, visit any Miami-Dade or Broward County Pollo Tropical to receive a \$10 discount coupon for a child's admission to the park. The coupon is good for visits Monday through Friday before 7:30 pm. The discount coupon is valid for children nine years of age or younger with the purchase of an adult daily ticket. The discount cannot be combined with other offers or used for the season pass. The offer is not valid on December 25, 2011. One coupon per child.

The \$10 discount coupon will be available while supplies last at any Miami-Dade or Broward County Pollo Tropical or online at www.pollotropical.com.

About Santa's Enchanted Forest

Santa's Enchanted Forest celebrates its 29th year in South Florida. It is the world's largest Christmas theme park with over 100 rides, shows, games and attractions. Hundreds of thousands of visitors come every year to experience the magic of South Florida's tallest Christmas tree, millions of dazzling lights, hundreds of themed displays, festive Christmas music, delicious foods from around the world, live show entertainment and carnival rides suited for the entire family. For more information about Santa's Enchanted Forest, visit www.santasenchantedforest.com.

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.

-more-

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 more than 27 franchised restaurants in Puerto Rico, Ecuador, Trinidad & Tobago, Honduras, Venezuela and the Bahamas.

Pollo Tropical is a wholly owned subsidiary of Fiesta Restaurant Group, Inc., an indirect, 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 is also the largest Burger King® franchisee, based on number of restaurants. In the Carrols' family of companies, Fiesta Restaurant Group owns and operates two Hispanic Brand restaurants chains, Pollo Tropical® and Taco Cabana®. Carrols announced plans earlier this year to spin-off Fiesta Restaurant Group 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.

###