



FOR IMMEDIATE RELEASE

CHARITIES CAN GET “SMART” WITH FUNDRAISING COURTESY OF POLLO TROPICAL® DISCOUNT CARD

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This holiday season charities will be offering savings to patrons through a special fundraising program while raising money for their organization, courtesy of Pollo Tropical®. Local non-profits that are particularly feeling the economic pinch can take advantage of the **Pollo Tropical Smart Card**, a food discount card, to raise much-needed funds for their special projects.

The **Smart Cards** feature 10 offers available at Pollo Tropical. Non-profits may sell the cards to their volunteers, participants and donors for just \$1 and keep all the proceeds for their charity's specific fundraising needs.

The **Smart Cards** feature two-for-one offers on Chicken Breast platters with two sides, the popular Quarter Chicken Meal, and sandwich or wrap combos. The cards also include offers for a free small TropiChop® with the purchase of a drink and \$3 off a Create Your Own Family Meal. Offers are valid one per visit at any company-owned Pollo Tropical in the continental U.S.

“The **Pollo Tropical Smart Card** is a simple program that benefits the community-based organizations throughout the state as well as those who purchase the cards,” said Kim Miller, Vice President of Marketing for Pollo Tropical. “Customers can help a great cause while enjoying more than \$40 savings for just \$1.”

HOW IT WORKS

The first step is to visit www.pollotropical.com/fundraising to complete and submit a Smart Card request form. Once a charity is approved, Pollo Tropical will mail the requested number of **Smart Cards** to the organization. The charity receives 100 percent of the sales generated from the **Smart Cards**.

For more information on the new **Pollo Tropical Smart Card** visit www.pollotropical.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. 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.

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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.

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