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STUDENTS SPRING INTO FUNDRAISING WITH THE POLLO TROPICAL® SMART SAVINGS CARD

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Pollo Tropical® is helping students spring into fundraising action with an easy revenue-generating program, the **Smart Savings Card**. The fundraising program is open to middle and high schools, as well as other non-profit groups, looking to raise much-needed funds for special projects and programs.

The **Smart Savings Cards** are discount cards featuring 10 offers on popular Pollo Tropical menu items. Students may sell the cards to their family, friends, neighbors and other supporters for just \$1 and keep all the proceeds for their schools' specific fundraising needs.

The **Smart Savings Cards** feature two-for-one offers on TropiChillers®, 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 Family Meal. Offers are valid one per visit and at any company-owned Pollo Tropical in the continental U.S.

"The **Pollo Tropical Smart Savings Card** is a simple program that benefits the schools and those who purchase the cards," said Kim Miller, Vice President of Marketing and Communications for Pollo Tropical. "Customers can help a great cause while enjoying a \$40 savings for just \$1."

HOW IT WORKS

The first step is to visit www.pollotropical.com/community and complete and submit a **Smart Savings Card** request form. Once a school is approved and shipping fee is received, Pollo Tropical will mail the requested number of **Smart Savings Cards** to the school. The school is then responsible for distributing cards to the supporters and collecting the funds raised. The school receives 100 percent of the funds collected from the **Smart Savings Cards**.

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 Pollo Tropical restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

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