



FOR IMMEDIATE RELEASE
9-28-10

**HELP SAVE LIVES THIS HALLOWEEN
BY GIVING TRICK-OR-TREATERS POLLO TROPICAL® COUPONS**

Media Contacts:

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

FLORIDA – Pollo Tropical® and St. Jude Children’s Research Hospital are teaming up to help save lives and provide a safe Halloween treat for children this October. All month long, Pollo Tropical Restaurants in Florida will sell **Treat Books**, 4-page booklets containing four FREE regular size fountain drink coupons that can be used any time until December 31, 2010. Only 500 **Treat Books** will be available at each Florida company-owned Pollo Tropical.

The **Treat Books**, to be handed out to children trick-or-treating on Halloween, will be sold for only \$1, and all proceeds will be donated to St. Jude Children’s Research Hospital.

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by the late entertainer Danny Thomas, St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance and no child is ever denied treatment because of the family's inability to pay. In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by Harris Interactive, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by U.S. News & World Report. For more information, visit www.stjude.org.

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 91 Pollo Tropical restaurants. 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.

###