



FOR IMMEDIATE RELEASE
3-22-10

**TICKETS TO THE MIAMI-DADE COUNTY FAIR ONLY \$5,
VISIT POLLO TROPICAL® FOR THIS EARLY BIRD COUPON**

Media Contacts:

Kampi Chaleunsouk
305-751-7001 x8004
kampi@impactmiami.com

MIAMI – It's that time of year when everyone can feel like a kid at the Miami-Dade County Fair & Expo. The 2010 Fair opens March 25 at 10901 SW 24th Street in Miami, and Pollo Tropical® is helping deliver half-off admission with a "\$5 Before 5" coupon. Visit any Miami-Dade or southern Broward Pollo Tropical to get your coupon before they're gone!

The Pollo Tropical "\$5 Before 5" coupon allows admission to the Miami-Dade County Fair for only \$5 before 5:00 p.m. between Monday and Friday. This is a \$5 savings! Coupons will be available whether you dine in, take out or use the drive-thru. Coupons are available in limited quantities, so visit your nearest participating Pollo Tropical soon to take advantage of this offer.

"We are delighted to partner with the Miami-Dade County Fair & Expo and offer this special deal to our customers," said Kim Miller, Senior Director of Marketing for Pollo Tropical. "The \$5 savings adds up for families who want to enjoy the Fair but are on a budget."

For more information on the Pollo Tropical "\$5 Before 5" offer with the Miami-Dade County Fair or for a list of store locations, please visit www.pollotropical.com.

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 more than 100 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.

###