



FOR IMMEDIATE RELEASE

**HELP SAVE LIVES THIS HALLOWEEN
BY GIVING TRICK-OR-TREATERS
POLLO TROPICAL® TREAT BOOKS!**

Get 4 Free Fountain Drinks Plus Family Meal Savings for \$1 Donation To Women In Distress

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Pollo Tropical® and Women In Distress of Broward County, Inc. are teaming up to help save lives and provide a safe Halloween treat for children this October. Starting October 10, Pollo Tropical restaurants in Florida will sell **Treat Books**, containing four FREE regular size fountain drink coupons plus a special \$3 off coupon towards a Create Your Own Family Meal that can be used November 1 through December 31, 2011. Only 250 **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 Women In Distress (WID), the only nationally accredited, state-certified, full service domestic violence center serving Broward County. The monies raised will help Women In Distress provide free and confidential services to women, children, and men who are victims of domestic violence that include 24-hour crisis intervention through its hotline and emergency shelter, counseling and support for victims and their children at various locations throughout Broward County, as well as, education and professional trainings on domestic violence and related topics.

For those interested in more information or for other ways to assist **Women In Distress of Broward County, Inc.**, including signing up for the upcoming 13th Annual SAFEWALK-RUN 5K Presented By Pollo Tropical on Oct. 29 at Markham Park, visit www.womenindistress.org.

Women In Distress is a nationally accredited, nonprofit center that has been serving domestic violence victims and their families for more than three decades. In fact, the organization was awarded the distinguished "Non-profit Organization of the Year" at the 2011 BankAtlantic Non-Profit Academy Awards. The Center offers 24-hour crisis intervention and offers safe shelter and resources to victims and their children.

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 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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