



MEDIA ALERT

**GET A FREE MEAL BY CLUCKING AT A POLLO TROPICAL® CASHIER
ON NATIONAL CHCKEN LOVER'S DAY!**

*On Thursday, September 15, anyone that dresses head to toe in yellow
and clucks at the cashier will receive a free ¼ Chicken Meal*

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Chicken lovers rejoice! On National Chicken Lover's Day, Thursday, September 15, Pollo Tropical® fans will have even more reasons to cluck. The restaurant chain will provide a free 1/4 Chicken Meal, complete with rice and beans, to anyone who dresses from head to toe in yellow and clucks like a chicken. This special celebration is good in store only from 2:00 p.m. to 7:00 p.m. at all Pollo Tropical company-owned restaurants in Florida, Georgia and New Jersey. One offer per customer. For a complete list of locations, visit www.PolloTropical.com.

Customers are encouraged to be creative in their costuming. "This is a great way to reward our most loyal Pollo Tropical fans, and honor a holiday that recognizes our flavorful, famous signature dish," said Kim Miller, Vice President of Marketing and Communications for Pollo Tropical.

National Chicken Lover's Day began 21 years ago and came about through the The National Chicken Council and the U.S. Poultry & Egg Association to bring attention to National Chicken Month, which also occurs in September.

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.

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.

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