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POLLO TROPICAL® CHALLENGES LOCAL CHARITIES TO SOME FRIENDLY FUNDRAISING COMPETITION STARTING MARCH 30

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SANFORD – Local charities are stepping up to the plate for some friendly fundraising competition - all in the name of great taste. To celebrate the new Pollo Tropical® concept conversion in Sanford, the company is hosting a benefit challenge to aid for some of Central Florida’s most-deserving local causes. The **Charity Challenge** kicks off on Tuesday, March 30 and continues through the week at 1001 W.P. Ball Blvd. in Sanford.

The **Pollo Tropical Charity Challenge** is a series of Benefit Nights at the new “elevated” Pollo Tropical in Sanford, which will also unveil its new look, table service and menu items. The Sanford Pollo Tropical is the first Central Florida location to undergo this delicious makeover.

Three local charities participating in the **Pollo Tropical Charity Challenge** include Give Kids the World on March 30, The Girl Scouts on March 31, and The Salvation Army on April 1. All Benefit Night events take place from 4:00 p.m. to 9:00 p.m., and each organization will receive 20 percent of all sales generated by that organization during the Benefit Night hours.

In addition, the charity that raises the most funds from its Benefit Night wins the **Pollo Tropical Champion Charity Award** and receives an additional \$1,000 donation from Pollo Tropical.

The best part of the Challenge, according to Pollo Tropical Marketing Coordinator for Central Florida, Amanda Raines, is that anyone who supports these organizations by eating dinner during Charity Challenge week can make a positive difference in their community just by enjoying a great meal.

Customers who wish to have their meals counted toward a charity during the Challenge must present a Benefit Night voucher for that specific charity to the cashier at time of purchase. Each charity will have its own voucher identifying its



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organization and the specific date and times of its Benefit Night. Vouchers are valid only on the specified dates and will be available for downloading on each charity's website or by visiting www.pollotropical.com and clicking on the **Community** tab and then **Charities**.

For more information on the Charity Challenge or to submit an application for your organization to host a Benefit Night at any Central Florida Pollo Tropical, 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 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.

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Enclosure: Photos with captions.