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El Pollo Loco Partners with Ansira to Drive Customer Loyalty and Engagement

COSTA MESA, Calif. and DALLAS, Nov. 29, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco (Nasdaq:LOCO), the nation's leading fire-grilled chicken chain, today announced its strategic partnership with [Ansira, LLC](#) (Ansira), one of the largest independently owned digital, CRM, and channel marketing agencies in the country. Ansira will support El Pollo Loco, including its [Loco Rewards program](#), by leveraging ongoing data to improve customer insights, individual customer engagement, and ultimately drive increased profits.

"As consumer behaviors change and the restaurant landscape shifts, data is more important than ever in understanding who our customer is, what motivates them and how that drives incremental profits. Ansira's real-time and results-driven approach will enable us to better acquire, retain and engage customers as we continue to grow and invest in our Loco Rewards loyalty program," said Ed Valle, Chief Marketing Officer of El Pollo Loco. "At El Pollo Loco, we are thrilled to be partnering with Ansira to create a more personalized relationship with our guests."

Ansira uses big data to deliver market intelligence for its customers. Using aggregated data, the marketing agency develops performance-based marketing programs and also supports clients with CRM and loyalty programs, digital media buying and planning, web and creative development, and strategies and analytics. Ansira's 150-plus customers span various industries, including world-class brands in the QSR industry.

"We are huge fans of the El Pollo Loco brand and many of us have been loyal customers for years," said Daina Middleton, CEO at Ansira. "We could not be more excited about helping the El Pollo Loco team leverage data to get closer to their customers and drive incremental transactions for the brand and its franchisees."

About El Pollo Loco:

[El Pollo Loco](#) (Nasdaq:LOCO) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 470 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at www.elpolloloco.com.

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ABOUT ANSIRA:

Ansira is a leader at leveraging intelligence at every interaction to acquire, grow and retain your best customers. Our data-driven marketing helps brands create and strengthen customer relationships at a national and local level through customer engagement and channel partner empowerment, delivering long-term profitability for our clients. Ansira is among the 3 largest independently owned CRM and direct marketing agencies and among the 10 largest independent digital agencies in the U.S. and enjoys long-term client relationships with Fortune 500 companies spanning a broad range of industries, including automotive, dining, retail, consumer packaged goods, technology and specialty services.

For more information, visit: <https://ansira.com>, follow us on [Twitter](#) and like us on [Facebook](#).

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