



FOR IMMEDIATE RELEASE
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**TRADE IN YOUR OLD HANDHELD FOR A NEW POLLO TROPICAL® HANDHELD,
ALL FOR A GREAT CAUSE**

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Pollo Tropical® is ringing in the New Year with five new handhelds that are portable and delicious. To celebrate the launch of Pollo Tropical's new sandwich and wrap line, the restaurant is connecting with Women In Distress by hosting the **Helping Handhelds Campaign** on Monday, January 11, 2010. Every customer who donates a used handheld device to any restaurant location will receive not one but two Pollo Tropical handhelds for free!

All handheld devices collected will be donated to Women In Distress, the only nationally accredited full service domestic violence center, which has been serving domestic violence victims for over three decades. Services are provided to women, children and families. The phones will be refurbished and programmed to dial 911, so those in distress may receive the emergency care needed. For more information on Women In Distress, visit www.womenindistress.org.

The free handheld offer is available only on Monday, January 11. The donated phones must include a battery. Chargers are not required but are appreciated. One offer per customer.

You can get your hands on one of the "fab five" for its regular price of less than \$3! The new Pollo Tropical handheld line includes the Chicken Caesar Wrap, Cuban Wrap, Chicken Sandwich with Peppadew Sauce, Chipotle Chicken Sandwich and the Guava Pork BBQ Sandwich, all nicely priced at \$2.79. Upgrade to a combo by adding a 20 oz. fountain drink and your choice of Caribbean Chicken Soup, Caesar salad, curly fries, fried yuca or sweet plantains for only \$4.99. The price and taste are hard to beat!

The following is a rundown of the mouth-watering features of the handhelds available at Pollo Tropical.

Chicken Caesar Wrap

This wrap features Pollo Tropical's popular Grilled Chicken Caesar Salad wrapped up in a warm 8" flatbread. It's like enjoying the salad but no fork is required.

Cuban Wrap

This wrap features all the delicious ingredients of a Cuban Sandwich but in a wrap. Slow roasted pork is combined with ham, Swiss cheese, pickles and a mustard mayo sauce in a warm 8" flatbread.

Chicken Sandwich with Peppadew Sauce

This is not your ordinary chicken sandwich. Pollo Tropical's signature grilled chicken breast is topped with Romaine lettuce, a fresh slice of tomato, and finished with a sweet and creamy Peppadew sauce. The



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sandwich is served on a 4" toasted wheat roll.

Chipotle Chicken Sandwich

Try this sandwich with a delightful kick. The signature grilled chicken breast is topped with Romaine lettuce, a fresh slice of tomato and Pollo Tropical's very own secret chipotle mayo. This is also served on a 4" toasted wheat bun.

Guava Pork BBQ Sandwich

Pollo Tropical's popular slow roasted pulled pork is topped with a generous portion of sweet and tangy Guava BBQ sauce and served steaming hot on a 4" toasted bun.

"Pollo Tropical continues to provide affordable and convenient meal options without skimping on the flavor," said Kim Miller, Senior Director of Marketing. "We've taken some of our most popular menu items and packaged them as these portable options with great prices. Better yet, we are offering the cure for the junk food blues."

All the new handheld sandwiches and wraps are trans fat free and each are less 500 calories. The Chicken Caesar Wrap boasts only 360 calories. The Cuban Wrap contains 400 calories. The Chicken Sandwich with Peppadew Sauce and the Chipotle Chicken Sandwich each contain 480 calories, while the Guava Pork BBQ Sandwich has 480 calories.

For more information on Pollo Tropical's wraps and sandwiches or restaurant locations, visit www.pollotropical.com.

About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, Pollo Tropical's 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.

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Photo A caption: The Pollo Tropical® Chicken Caesar Wrap features the popular salad wrapped in a warm flatbread. The wrap is available at all Pollo Tropical locations for only \$2.79.

Photo B caption: Grab the new Pollo Tropical® Chicken Sandwich with Peppadew Sauce, now available at all Pollo Tropical locations. Enjoy this tasty and convenient sandwich for less than \$3 or make it a combo for less than \$5.