

Dear Tony:

On behalf of the entire El Pollo Loco executive team and all of our franchisees, I want to thank you and your organization for the critical role you played in the success of El Pollo Loco's 2010 Leadership Conference, *Recipe for Greatness!*

This annual event provides a unique opportunity for our executive team, our franchisees, and you-- our valued business partners-- to unite and participate in key discussions about a topic we are all passionate about-- the growth and vitality of the El Pollo Loco brand. You are an essential ingredient in our *Recipe for Greatness* and we sincerely thank you and your team for your continued collaboration and support.

With so many of our franchisees and executive leadership in attendance at this year's Vendor Partner Tradeshow, we hope you enjoyed the opportunity to engage in face-to-face conversations with the members of our team about your products and services. Conference attendees shared highly positive feedback about what they saw and learned at this year's tradeshow, which is a direct tribute to your company's commitment to our people and our brand.

2011 is fast approaching and we are very excited about the many transformational initiatives underway to perfect El Pollo Loco's *Recipe for Greatness*. We look forward to your continued partnership as together we roll up our sleeves and focus relentlessly on quality, service and cleanliness as a foundation from which to build our wonderful brand.

We have already started preparing for next year's program and encourage you to keep our Leadership Conference in mind as you plan your schedule for the fall of 2011. We remain focused on offering you an exciting array of sponsorship and tradeshow opportunities that deliver great exposure and value to your company! We will forward information about next year's conference as soon as details are confirmed. In the interim, if you have input on how we might enhance the value your company derives from its participation in our conference, please let me know. Your insights are critical in helping to ensure that we make the most of this important opportunity to collectively fuel the success of both of our brands.

Once again, thank you for your contributions to the success of our 2010 El Pollo Loco Leadership Conference, and for your commitment and support of our brand all year long. We look forward to seeing you at El Pollo Loco's 2011 Leadership Conference!

Regards,



Stephen J. Sather
Acting President and CEO
El Pollo Loco, Inc.

