

Pollos Del Centro to Open 20 New Church's Chicken Stores in Denver Area by 2013

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Denver Market Great 'Coop' for Church's Franchisees

Denver area residents will soon see more Church's Chicken restaurants in their neighborhoods as the Laredo, Texas-based company, Pollos Del Centro, has been awarded the franchise rights to build 20 restaurants in the Denver metropolitan area by the year 2013. The company is in the process of building two units slated for opening by the end of this year.

'We are excited to expand this exceptional brand in Denver,' said Hugo Chaparro, President of Pollos Del Centro. 'We have been committed Church's franchisees for nearly 30 years and are thrilled to continue our partnership with them in the Mile-High city,' he added.

Pollos' Denver development will include units in Aurora, Commerce City, Lakewood, and Colorado Springs. The plan is to build free-standing units ranging in size from 1,500 to 2,000 square feet with a drive-through window.

'Denver represents a dynamic opportunity for the Church's brand,' said Scott Moffitt, Vice President of Franchise Sales and Development. 'With the franchise expertise of Pollos Del Centro the presence of our brand in Denver will increase dramatically.'

According to Chaparro, all of the Denver restaurants will be staffed by people from the community, even at the management level. 'We pride ourselves on local management,' Chaparro said.

Moffitt says Church's Chicken is actively seeking entrepreneurs willing to open multiple franchise stores in key target markets. Like Pollos Del Centro, interested companies should have between 10-30 non-competitive, quick-service franchises or other ventures in their portfolios that lend themselves well to a Church's Chicken conversion. Interested entities should contact Moffitt at 770-350-3880 for more information and requirements.

ABOUT CHURCH'S

Founded in San Antonio, Texas, in 1952, Church's Chicken(R) is a highly recognized brand name in the QSR sector and is one of the largest quick-service chicken concepts in the world. Church's Chicken(R) serves freshly prepared, high quality, flavorful chicken and tenders with signature sides and hand-made from scratch biscuits at low prices and differentiates from its competitors in care and attention given in preparation of food, and is positioned as the Value Leader in the Chicken QSR category. As of February 2007, the Church's system had 1,600 locations worldwide in 18 countries, with system sales exceeding \$1 billion.

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