

FOR IMMEDIATE RELEASE

Media Contacts:

Leslie Ward
Real Mex Restaurants, Inc.
Ph: (562) 346-1261
Leslie.ward@realmexrestaurants.com

El Torito Expands San Diego Presence

***Leading Restaurant Chain Opens New Location in National City
Serving Authentic Mexican Cuisine***

CYPRESS, Calif. (May 1, 2008) – El Torito, a pioneer and market leader in the full-service Mexican casual dining segment in California and known for its 50 plus year reputation as “The Original Mexican Restaurant,” opened its newest location in National City, Calif., on Thursday, May 1st at 3pm.

The new 6,962 square foot El Torito restaurant maintains the warmth and authenticity that is characteristic of the Mexican culture, and reflects its rich heritage throughout California with a more contemporary look. El Torito is located at 3030 Plaza Bonita Road, located at the Westfield Plaza Bonita Shopping Center.

The new National City location marks the latest El Torito restaurant to pepper the culinary landscape throughout the California, Oregon and Arizona regions. The menu features all of the traditional El Torito signature recipes from Executive Chef Pepe Lopez, a Sinaloa, Mexican-born native and one of the industry’s foremost authorities on authentic Mexican cuisine. Guests will enjoy signature items including tableside guacamole made fresh at your table, Mexican Caesar Salad made with Cilantro-Pepita Dressing™, spicy Mexico City Tacos, taqueria style, and the popular Cadillac Margarita™.

El Torito is widely known for its fresh, quality ingredients and authentic, made-from-scratch Mexican cuisine. To complement the artful Mexican flavors, the National City design combines contemporary Mexican architecture with bold colors of mango yellow, azul blue and avocado green walls and paintings by Los Angeles artist David Early. The timeless dining room environment is designed to provide an overall authentic, fun and energy-filled experience, while the adjacent cantina is enlivened by a traditional wrought iron display of tequila and pierced tin stars hanging from the ceiling.

“We are very excited to open our newest El Torito in the San Diego Area. This location provides another opportunity to bring our authentic Mexican cuisine to families who are familiar with the El Torito experience as a result of visiting one of our other Southern California locations.” says Julie Koenig, Vice President of Marketing at Real Mex Restaurants, Inc.

Key Restaurant Facts:

- Hours of operation are as follows: 11:30a.m.-10 p.m. Monday through Thursday, 11:30a.m.-11p.m. on Fridays and Saturdays, 11:30a.m.-10 p.m. on Sundays.
- Phone (619) 470-3072

(more)

El Torito National City, Page 2

About El Torito

Founded in 1954, El Torito introduced traditional Mexican dishes, gracious hospitality and a belief that *“mi casa es su casa.”* More than 50 years later, El Torito maintains that same commitment to authenticity, innovation and treating each guest as if they were dining in their own homes. Executive Chef Roberto “Pepe” Lopez’s commitment to freshness and quality is reflected in his traditional and unique cuisine, including the authentic flavors and recipes of his regional chef specials. El Torito’s menu features Mexican favorites such as fresh tableside guacamole (customized to guest’s preferences), fresh chile rellenos with fire roasted pasilla chiles, handmade tamales made fresh with stone ground masa and sizzling enchiladas. El Torito also prides itself on its innovative cocktail menu, offering 36 varieties of authentic Mexican tequila.

About Real Mex

Headquartered in Cypress, California, Real Mex Restaurants is the largest full-service, casual dining Mexican restaurant chain operator in the United States with 154 restaurants in California and an additional 33 company-owned restaurants in 13 other states. They include 69 El Torito Restaurants, 68 company-owned Chevys Fresh Mex Restaurants, 32 Acapulco Mexican Restaurants, 10 El Torito Grill Restaurants, the Las Brisas Restaurant in Laguna Beach, and several regional restaurant concepts such as Who-Song and Larry’s, Casa Gallardo and El Paso Cantina. Real Mex Restaurants is committed to the highest standards and is dedicated to serving the freshest Mexican food with excellent service in a clean, comfortable and friendly environment.

For more information, please visit the company’s web sites at www.eltorito.com, www.chevys.com or www.acapulcorestaurants.com.

###