



NEWS RELEASE

Fiesta Restaurant Group, Inc., Extends Its Multi-Year Marketing Agreement with The Coca-Cola Company

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ADDISON, Texas--(BUSINESS WIRE)-- Fiesta Restaurant Group, Inc. (NASDAQ:FRGI), parent company of the Pollo Tropical® and Taco Cabana® fast-casual restaurant brands, has signed an extension to its multi-year product and marketing agreement with The Coca-Cola Company (NYSE:KO).

Fiesta and Coca-Cola previously announced their multi-year product and marketing agreement in February 2014, when Fiesta consolidated all of its fountain beverages commitments for both Taco Cabana and Pollo Tropical under the Coca-Cola umbrella. That agreement, which was expected to run until 2019, is extended by the new deal and will run until approximately 2024.

"Fiesta's singular goal is to deliver the best products in the industry with an unparalleled price and value proposition. We took the first step in February 2014 by consolidating our system soft drink purchases for both of our brands with the industry's premier soft drink provider. This deal extends and solidifies that partnership for the long term," said Fiesta Restaurant Group, Inc. President and CEO Tim Taft. "The true winners are our guests, who will benefit from our joint marketing and operational experience and expertise."

"We are happy that Fiesta has extended the beverage program with the Coca-Cola family," said John Sattem, vice president, Coca-Cola North America. "We look forward to leveraging our joint activities and brands to inspire and refresh guests through unique, value-added programs."

About Fiesta Restaurant Group, Inc.

Fiesta Restaurant Group, Inc., is the parent company of the Pollo Tropical® and Taco Cabana® restaurant brands. The brands specialize in the operation of fast-casual, ethnic restaurants that offer distinct and unique Caribbean and Mexican inspired flavors with broad appeal at a compelling value. The brands feature made-from-scratch cooking, fresh salsa bars, and drive-thru service and catering. For more information about Fiesta

Restaurant Group, Inc., visit the corporate website at www.frgi.com.

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