CHIPOTLE GIVES REINS TO BIGGEST TIKTOK CREATORS TO DISRUPT TRADITIONAL BIG GAME ADVERTISING AT EVERY TIMEOUT

Chipotle partners with popular TikTok creators and brand super fans David Dobrik, Zach King and more to drop delivery ads to their audiences throughout the entire game

NEWPORT BEACH, Calif., Jan. 30, 2020 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) announced today the return of Free Delivery Sundays throughout February and the launch of a first-of-its-kind ad campaign called TikTok Timeout for the big game. On the busiest day of the year for delivery, Chipotle is teaming up with TikTok's biggest stars to create their very own Chipotle delivery ads that will showcase their personal content styles set to Justin Bieber's hit song "Yummy."

A collection of creators will premiere Chipotle-sponsored content during each commercial break following a team timeout, including:

- **David Dobrik** (@daviddobrik)
- **Zach King** (@zachking)
- **Avani Gregg** (@avani)
- **Nick Uhas** (@nickuhas)
- **Brittany Broski** (@brittany_broski)
- **Joshua Sadowski** (LaughWithJosh) (@itssadowski)
- **Zahra** (@muslimthicc)
- **Kyle Shaffer** (@kyle.shaffer)
- **Greg Auerbach** (@gregtube)

"The second screen is essential to the modern-day football viewing experience for Gen-Z," saidChris Brandt, Chief Marketing Officer. "TikTok Timeout allows us to show up where our target audience is and optimize the entertainment value of the evening by delivering them fresh content featuring their favorite creators."

Chipotle's TikTok Timeout targets a Gen-Z audience that accounts for 40% of all US consumers.* As digital natives, close to half of Gen-Zers are connected online for 10 hours a day.** Chipotle will curate a big game ad campaign on TikTok that will compete with traditional advertisements for viewers' attention in real time. Fans can view the ads by searching #TikTokTimeout on the TikTok app on Sunday.

Chipotle is offering free delivery on all orders $10 or more via the Chipotle app and Chipotle.com every Sunday through February 23rd. Valid only for orders placed and fulfilled on Sundays inFebruary 2020, beginning 2/2, within Chipotle's delivery areas within the U.S. from participating U.S. Chipotle locations, during normal operating hours for such locations. Minimum order $10/maximum order $200, each excluding tax. Deliveries subject to availability. Offer is not valid on catering or Burritos by the Box orders. Redemptions of Chipotle Rewards and other promotional offers may be included in a qualifying delivery order but do not count towards satisfaction of minimum purchase requirements. Valid only at order.chipotle.com or on the Chipotle app; not valid on orders placed via third-party delivery platforms. Chipotle reserves the right to modify or terminate this offer at any time without notice. Additional restrictions may apply; void where prohibited.

*Source: FORBES
**Source: MEDIAKIX

ABOUT CHIPOTLE
Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. Chipotle had over 2,500 restaurants as of September 30, 2019, in the United States, Canada, the United Kingdom, France and Germany and is the only restaurant company of its size that owns and operates all its restaurants. With more than 80,000 employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices. Steve Ells, founder and Executive Chairman, first opened Chipotle with a single restaurant in Denver, Colorado in 1993. For more information or to place an order online, visit WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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