CHIPOTLE TEAMS UP WITH EA SPORTS™ COLLEGE FOOTBALL 26 TO LAUNCH COLLEGE FOOTBALL ULTIMATE TEAM PACK AND NEW CHIPOTLE CHALLENGER SERIES

NEWPORT BEACH, Calif., Jan. 8, 2026 – In celebration of college football's championship season, Chipotle is introducing two new integrations in EA SPORTS™ College Football 26. The brand is offering gamers a chance to score the exclusive Taste Victory College Ultimate Team pack and hosting a massive online College Football 26 tournament for its latest edition of the Chipotle Challenger Series.

Image and video assets for the Taste Victory College Ultimate Team pack are located here: https://tinyurl.com/2jmus8h5.

Build Your Ultimate Team
College Football Ultimate Team™ is where players build their dream college football team, allowing them to team up today's student-athletes with legends of the past. College Ultimate Team packs contain a randomized assortment of players, items or Coins that gives gamers more options to construct their roster, and Chipotle's Taste Victory Pack will include two (2) randomized player items, each with a guaranteed overall rating (OVR) of 81+.

Players can unlock the Taste Victory pack by placing a digital order on the Chipotle app or Chipotle.com and using the promo code "CHIPCUT" at checkout.* Chipotle Rewards members will also have a chance to score a second Taste Victory Pack by redeeming points in the Chipotle Rewards Exchange.**

Bring Glory Home: The Chipotle Challenger Series Returns
The Chipotle Challenger Series (CCS) is a series of online tournaments that gives fans across the U.S. the chance to compete head-to-head for major prizes. For the first time ever, Chipotle will feature a sports video game title, EA SPORTS™ College Football 26, in the CCS. Hosted on PlayStation Tournaments™, the Chipotle Challenger Series will run from Thursday, January 1 through Saturday, January 31. Participants will be organized into 32-player brackets, with each daily tournament running from 12 p.m. to 12 a.m. local time.

All players who enter and compete in the tournament will receive an exclusive PlayStation avatar, in addition to a free Double Protein code from Chipotle to celebrate the launch of the brand's High Protein Menu. First-place winners will receive a promo code for a free entrée and 1,050 College Football Points. From January 15 to 22, first-place winners will also receive a Taste Victory College Ultimate Team Pack.

"With these new integrations from Chipotle, players now have more ways to build their dream teams and compete for glory, all while being rewarded with the real food they love," said Chris Brandt, President, Chief Brand Officer of Chipotle. "We are fueling the competitive spirit of fans and adding real value to their gaming experience during the most exciting time of the college football season."

Additionally, Chipotle continues to offer virtual athletes the opportunity to sign an NIL deal in the game's "Road to Glory" mode. In return, players receive in-game skill points and boosts to key stats such as Leadership, Coach Happiness and Social Following. This integration initially launched last September, coinciding with the start of college football season.

*AVAILABLE WHILE SUPPLIES LAST. Beginning on 1/1/26 up to the first 38,500 people who purchase a regular-priced entrée item through the Chipotle App or Chipotle.com using the promo code "CHIPCUT" at digital checkout will receive one (1) code ("Code") redeemable for the "Taste Victory" College Ultimate Team Pack in EA SPORTS College Football '26. Promotion ends the earlier of 1/31/26 or when all Codes have been claimed. Entrée items include burrito, burrito bowl, salad, quesadilla or order of 3 tacos; kids meals do not qualify. The Code will be delivered to the email address used to place the order and can be redeemed at ea.com/redeem; limit one (1) redemption per e-mail address and EA Account. Visit www.ea.com to create an EA Account (if you do not already have one) by following the instructions at https://help.ea.com/en/ea-account/. Conditions and restrictions apply to your use of the EA SPORTS™ College Football 26 game; see the game page on your platform's digital store for details. EA Account registration requires agreement to EA's User Agreement and acknowledgement that EA's Privacy & Cookie Policy applies to your use of EA's services. Code is one-time use. Codes cannot be auctioned, bartered, or sold. You must have a valid copy of EA SPORTS College Football '26, EA Account and internet access to redeem and use the "Taste Victory" College Ultimate Team Pack benefit. Applicable platform account required. Not valid on orders in store or via third party delivery or ordering platforms. Limit: one (1) Code per transaction. U.S. only. 13+. Additional restrictions may apply; void where prohibited. The "Taste Victory" College Ultimate Team Pack includes two (2) randomized College Ultimate Team player items for use in College Ultimate Team mode. Use of the "Taste Victory" College Ultimate Team Pack subject to EA's terms and conditions. Chipotle, EA, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents are not responsible for errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the offer, the processing of orders, the functionality of the Chipotle apps or websites, or in any offer-related materials. This offer is in no way administered, executed, or produced by EA or its affiliates. Chipotle reserves the right to cancel the offer at any time.

EA SPORTSTM College Football 26 ESRB Rating: E for Everyone; users interact, in-game purchases (includes random items). Visit www.esrb.org for rating information. EA SPORTS and Ultimate Team are trademarks of Electronic Arts Inc. This buy-get offer can only be redeemed one time.

**Beginning on 1/1/26 up to the first 10,000 Rewards Members can redeem 250 points to receive one (1) code ("Code") redeemable for the "Taste Victory" College Ultimate Team Pack in EA SPORTS College Football '26. Promotion ends the earlier of 1/31/26 or when all 10,000 Codes available via the Rewards Exchange have been redeemed. The Code will be delivered to the email address associated with the Chipotle Rewards account in which the redemption is made and can be redeemed at ea.com/redeem; limit one (1) redemption per Chipotle Rewards account and EA Account. Visit www.ea.com to create an EA Account (if you do not already have one) by following the instructions at https://help.ea.com/en/ea-account. Conditions and restrictions apply to your use of the EA SPORTS™ College Football 26 game; see the game page on your platform's digital store for details. EA Account registration requires agreement to EA's User Agreement and acknowledgement that EA's Privacy & Cookie Policy applies to your use of EA's services. Code is one-time use. Codes cannot be auctioned, bartered, or sold. You must have a valid copy of EA SPORTS College Football 26, EA Account and internet access to redeem and use the "Taste Victory" College Ultimate Team Pack benefit. Applicable platform account required. U.S. only. 13+. Additional restrictions may apply; void where prohibited. The "Taste Victory" College Ultimate Team Pack includes two (2) randomized College Ultimate Team player items for use in College Ultimate Team mode. Use of the "Taste Victory" College Ultimate Team Pack subject to EA's terms and conditions. Chipotle, EA, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents are not responsible for errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the offer, the processing of orders, the functionality of the Chipotle apps or websites, or in any offer-related materials. This offer is in no way administered, executed, or produced by EA or its affiliates. Chipotle reserves the right to cancel the offer at any time. Visit https://www.chipotle.com/rewards-terms for Chipotle Rewards terms. EA SPORTS™ College Football 26 ESRB Rating: E for Everyone; users interact, in-game purchases (includes random items). Visit www.esrb.org for rating information. EA SPORTS and Ultimate Team are trademarks of Electronic Arts Inc.

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. There are over 3,900 restaurants as of September 30, 2025 in the United States, Canada, the United Kingdom, France, Germany, and the Middle East and it is the only restaurant company of its size that owns and operates all its restaurants in North America and Europe. With over 130,000 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. For more information or to place an order online, visit CHIPOTLE.COM.

Additional assets available online: PHOTOS (1) VIDEO (1)

https://newsroom.chipotle.com/2026-01-08-CHIPOTLE-TEAMS-UP-WITH-EA-SPORTS-TM-COLLEGE-FOOTBALL-26-TO-LAUNCH-COLLEGE-FOOTBALL-ULTIMATE-TEAM-PACK-AND-NEW-CHIPOTLE-CHALLENGER-SERIES