CHIPOTLE AND RIOT GAMES SERVE UP THEIR BIGGEST COLLABORATION YET WITH FIRST-EVER BRANDED LOBBY IN 2XKO

- Building on their 2025 collaboration, Chipotle and Riot Games are teaming up for the biggest 2XKO activation yet, giving players new ways to engage through the 2XKO Real Ones Event presented by Chipotle, featuring a first-of-its-kind in-game takeover of the casual lobby
- Players can complete in-game missions to unlock exclusive in-game rewards, and for the first time in Riot Games' history, eligible U.S. players can also earn codes redeemable for real Chipotle food
- The Chipotle Fresh Fit Bundle, featuring a custom in-game Chipotle backpack and bucket hat, will also be made available to players through an exclusive buy-get offer with promo code TAGTEAM

NEWPORT BEACH, Calif., June 16, 2026 – Chipotle Mexican Grill (NYSE: CMG) today announced the next evolution of its partnership with Riot Games' free-to-play 2v2 fighting game, 2XKO, with the launch of the 2XKO Real Ones Event presented by Chipotle. Beginning today, players in the U.S. can enter a fully customized Chipotle casual lobby inside 2XKO, marking the first time Riot Games has created a branded lobby for players. Through the limited-time event, players across the globe can complete missions to unlock exclusive in-game rewards, and eligible U.S. players can also earn codes redeemable for real Chipotle food.

A First-of-Its-Kind Lobby Experience
The 2XKO Real Ones Event presented by Chipotle will debut in two phases: June 16 through June 28 and July 21 through August 6. All players, regardless of region, will have access to the event, and in the U.S., the event will also be accompanied by a full branded takeover of the casual in-game lobby.

During the event, players can complete missions and earn in-game rewards including the “Realest” player title, “Extra Hot” player title, Crying Poro sticker, Mic Drop emote, and Casual Cozy avatar outfit. Eligible U.S. players can also earn Chipotle reward codes for an entrée, guac, double protein, and more while supplies last. Reward codes will be distributed after each event phase.

“Chipotle has continued building experiences for the FGC that give fans more reasons to play, compete and connect around the games they love,” said Stephanie Perdue, Senior Vice President of Brand Marketing at Chipotle. “With 2XKO, we’re turning the lobby into more than a place to queue up — it’s a destination where players can earn exclusive in-game items and real Chipotle rewards.”

"We're thrilled to continue our partnership with Chipotle once again," said Mia Putrino, 2XKO's publishing lead. "There's something for everyone in this collaboration: new cosmetics, a brand-new space to share memories (and trash talk) between games, and entrée codes to power up your next couch co-op duo session."

Chipotle Fresh Fit Bundle
Coinciding with the June 16 event kickoff, Chipotle will also launch an exclusive digital offer to unlock the upcoming Chipotle Fresh Fit Bundle in 2XKO. Fans who place a qualifying order through the Chipotle app or Chipotle.com using promo code TAGTEAM can unlock the in-game bundle, which features Chipotle-inspired avatar gear including the Chipotle Fresh Fit Backpack and Chipotle Fresh Fit Bucket Hat.

6/16/26-8/28/26 or while supplies last. 40,000 codes available. Use code “TAGTEAM” at digital checkout via the Chipotle App or Chipotle.com to redeem when purchasing a regular-priced entrée item. 1 code/transaction and /e-mail. U.S. only. 13+. Requires valid copy of 2XKO & internet access. Additional terms apply: chipotle.com/2XKO.

Chipotle’s Continued Investment in 2XKO and the Fighting Game Community
The activation builds on Chipotle and Riot Games’ growing 2XKO partnership, which began with last year’s Chipotle Challenger Bundle and a launch moment at Evo Las Vegas 2025 featuring custom Chipotle x 2XKO arcade cabinets, tournaments, developer Q&A sessions and giveaways.

Chipotle will continue its support of the Fighting Game Community (FGC) as the Presenting Partner of Evo Las Vegas 2026, taking place June 26 through June 28 at the Las Vegas Convention Center, where fans can engage with Chipotle and 2XKO in person, on stream, and throughout the weekend.

Limited codes available. Part 1 ends 6/28/26. Part 2 ends 8/6/26. Players can learn more about the 2XKO Real Ones Event presented by Chipotle at chipotle.com/2XKO.

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 4,100 restaurants as of March

31, 2026, 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 135,000 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 www.chipotle.com.

Additional assets available online: PHOTOS (1)

https://newsroom.chipotle.com/2026-06-16-CHIPOTLE-AND-RIOT-GAMES-SERVE-UP-THEIR-BIGGEST-COLLABORATION-YET-WITH-FIRST-EVER-BRANDED-LOBBY-IN-2XKO