NEWS RELEASE

SAVE LIKE A PRO, EAT LIKE A LEGEND: TACO BELL® TEAMS WITH TONY HAWK FOR HIS TAKE ON BUILD YOUR OWN LUXE CRAVINGS BOX + UNIQUE IN-GAME ITEMS

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Taco Bell joins forces with skateboarding legend and longtime fan Tony Hawk to debut Tony Hawk's version of the Build-Your-Own Luxe Cravings Box, allowing fans to unlock unique in-game rewards via all Luxe Cravings Boxes for Tony Hawk's Pro Skater™ 3 + 4 and proving smart spending powers bold living.

TLDR:

- Taco Bell continues to lead the value game by teaming up with skateboarding icon Tony Hawk to share his take on the Build Your Own Luxe Cravings Box (BYOLCB) — available only through the Taco Bell app and website.
- Tony Hawk's legendary Taco Bell allowance taught him how to stretch every dollar—and now, with $5*, $7*, $9* Luxe Cravings Boxes and his own BYOLCB, fans can eat like a pro and save like one too.
- Fans can now get even more for less—every in-app Luxe Cravings Box order unlocks unique in-game items in Tony Hawk's Pro Skater™ 3 + 4, including the Salsa Verde Skateboard, Taco Bell Hoodie, Verde Grip Tape, and more. New drops roll out weekly from July 11 to August 13**.
- On Tuesday, June 24, Taco Bell Rewards Members can claim one of 500 custom skateboard decks at 2PM PT—via in-app Tuesday Drops—designed after the in-game item from Tony Hawk's Pro Skater™ 3 + 4, with the first 15 autographed by Tony Hawk himself***. In a rare double Tuesday Drop, Taco Bell Rewards Members will

also be able to claim one of 50K demo codes to play the game early at 3PM PT****.

- Tony Hawk's Build Your Own Luxe Cravings Box and Taco Bell X Tony Hawk's Pro Skater™ assets can be found **here**.

IRVINE, Calif., June 23, 2025 /PRNewswire/ -- Taco Bell has always delivered bold, craveable, and affordable meals—and now the brand is taking value to new heights with skateboarding icon and lifelong fan, Tony Hawk. We've tapped Tony Hawk to share his take on the Build Your Own Luxe Cravings Box (BYOLCB): a full-sized, flavor-packed meal, made for fans who know exactly what they want. Even better? Starting July 11, the box unlocks unique in-game item drops for Tony Hawk's Pro Skater™ 3 + 4—available for a limited time only through the Taco Bell app.

"At Taco Bell, delivering bold flavor at unbeatable value for our fans isn't a trend—it's part of our DNA" said Taco Bell's Chief Marketing Officer, Taylor Montgomery. "We're seeing 1 in 5 Luxe Cravings Boxes being scooped up by Taco Bell first timers, meaning our value is not just satisfying cravings—it's so compelling it's bringing new fans. Now, we're turning it up another notch with this epic collaboration proving that craveability and value aren't mutually exclusive."

From Skater Fuel to Full-Circle Feast

Tony knows how to push limits—on the board and on a budget. A 12-time national champ, gold medalist, and the first to land the 900, his impact on skating is legendary. And when every dollar counted, Taco Bell's unbeatable value made it possible for him to eat like a champ on a skater's budget.

Now, Taco Bell is honoring that legacy with a new box that lets fans eat like Tony and live más for less. Fans can make every dollar go pro—just like Tony did back in the day and eat like a legend with his customized Build Your Own Luxe Cravings Box.

Tony Hawk's BYOLCB is a modern-day nod to the iconic Taco Bell meals that fueled his early skate sessions—packed with some of his all-time favorites like a Cheese Quesadilla, Crunchy Taco, Chips & Nacho Cheese Sauce, and a medium Lipton® Iced Tea to top it off.

"Taco Bell was my fuel in the early days of Birdhouse. It kept me going while I was chasing a dream," said Tony Hawk. "I had a self-imposed Taco Bell allowance and practically lived on it while creating a brand and skating nonstop. So, getting to create my own box with Taco Bell along with co-creating a line of new in-game features is my version of living the dream. I hope it inspires others chasing their passion to keep pushing, keep grinding, and maybe grab a taco along the way."

As part of the collaboration, Taco Bell has also teamed up with Uber Eats to launch the Tony Hawk's Pro Skater Bundle – available on the Uber Eats app for a limited time (the only delivery platform carrying it!). Mirroring the

Tony Hawk's Build Your Own Luxe Cravings Box, the bundle brings unbeatable craveability and convenience straight to your doorstep.

Plus, fans who order the Tony Hawk's Pro Skater Bundle on Uber Eats will have access to Tony Hawk's Pro Skater™ 3 + 4 demo codes and can enter a Sweepstakes sponsored by Uber Eats for a chance at other amazing prizes. Terms apply. See Uber Eats app for details.

In-Game Unlocks That Shred

Tony Hawk's version of the BYOLCB is dropping just in time for the launch of Tony Hawk's Pro Skater™ 3 + 4—a highly anticipated reboot of one of the most iconic games of the early 2000s, packed with new in-game items, more skaters, new parks, gnarlier tricks, music, and a heavy dose of nostalgia. This time around, players can spot Taco Bell restaurants in the background of select skate maps, bringing the collab to life in-game. Taco Bell's also taking the collab beyond the box. Starting July 11, every in-app order of a $5, $7, or $9 Luxe Cravings Box—or Tony Hawk's take on the Build Your Own Luxe Cravings Box—unlocks a unique in-game item each week. That's right: gear up, game on, and get rewarded just for living más.

- 7/11–7/17: Salsa Verde Skateboard
- 7/18–7/24: Taco Bell Hoodie
- 7/25–7/31: Taco Bell Sweatpants
- 8/1–8/7: Verde Grip Tape
- 8/8–8/13: Taco Bell Puffer Vest

One Day. One Drop. Endless Cravings.

On June 24, Taco Bell Rewards Members can take a shot at the summer's biggest reward:

- 500 limited-edition custom skateboard decks at 2PM PT, with the first 15 autographed by the legend himself, Tony Hawk.
    - The design brings the in-game item to life—based on the unique skateboard fans can unlock in Tony Hawk's Pro Skater™ 3 + 4, now turned into a real-world collectible.
- Plus, 50,000 early-access demo codes for Tony Hawk's Pro Skater™ 3 + 4 will also be up for grabs at 3PM PT.

Only through the Taco Bell app. No grind required.

Luxe Cravings Boxes = Iconic Cravings, Unmatched Value

The Luxe Cravings Boxes continue to highlight the brand's commitment to delivering bold flavor, variety, choice, and control without breaking the bank. With full-sized, premium menu items at $5, $7, and $9 price points—alongside the Cravings Value Menu—the lineup offers flexible options for any appetite or budget.

Luxe Boxes are winning over fans, with more than one in four customers coming back to match the strong return rate seen with the Cravings Value Meal launch. The recent addition of Tony Hawk's customization of the Build Your Own Luxe Cravings Box reinforces Taco Bell's ability to serve craveable value at every level. Plus, the $9 Discovery Box now features the all-new Avocado Ranch Crispy Chicken Burrito—a bold, premium bite that elevates the lineup even further.

The Luxe Boxes include:

- $5 Classic Luxe Cravings Box:
  - Beefy 5 Layer Burrito
  - Crunchy Taco
  - Cinnamon Twists
  - Medium Fountain Drink
- $7 Supreme Luxe Cravings Box:
  - Chicken Chalupa Supreme
  - Beefy 5-Layer Burrito
  - Crunchy Taco
  - Chips & Nacho Cheese Sauce
  - Medium Fountain Drink
- $9 Discovery Luxe Cravings Box:
  - Avocado Ranch Crispy Chicken Burrito (for limited time)
  - Doritos Locos Tacos
  - Crunchy Taco
  - Cinnamon Twists
  - Medium Fountain Drink

About Taco Bell Corp.

For more than 63 years, Taco Bell has brought innovative, craveable Mexican-inspired food to the masses, and was recently recognized as one of Fast Company's World's Most Innovative Companies, one of TIME's Most Influential Companies, and Nation's Restaurant News' Brand Icon. For more information about Taco Bell, visit our website at **www.TacoBell.com**, our Newsroom at **www.TacoBell.com/news**, or check out **www.TacoBell.com/popular-links**. You can also stay up to date on all things Taco Bell by following us on **LinkedIn**, **TikTok**, **X**, **Instagram**, **Facebook** and by subscribing to our **YouTube** channel.

* At participating locations for a limited time only (where applicable), while supplies last. Contact restaurant for prices, hours and participation, which vary. Taxes extra. Prices higher with delivery. In combos, meals and boxes,

drinks exclude freezes and specialty beverages.

** Rewards Members who purchase a Luxe Cravings Box or a Build Your Own Luxe Cravings Box on the Taco Bell App from July 11 through August 13, 2025 will receive a code in your Taco Bell app Inbox and email associated with your Taco Bell account for an in-game code to unlock that week's exclusive Taco Bell cosmetic within Tony Hawk's™ Pro Skater™ 3 + 4. Use of the item(s) requires a valid license or subscription access to Tony Hawk's Pro Skater 3+4, sold separately. The item(s) will be available in-game (across all applicable platforms) upon commercial release of the game. Codes must be redeemed via an Activision account at **tonyhawkthegame.com/redeem**. Limit one (1) code per item per account. Non-transferable, no cash value. © 2025 Activision Publishing, Inc. ACTIVISION and PRO SKATER are trademarks of Activision Publishing, Inc. TONY HAWK is a registered trademark of Tony Hawk, Inc. The rating icon is a trademark of the Entertainment Software Association. All other trademarks and trade names are the property of their respective owners. Terms apply: **https://www.tacobell.com/legal-notices/terms-of-use**. ©2025 Taco Bell IP Holder, LLC.

*** No Purchase Necessary. Open only to the first 500 verified Taco Bell Rewards Program Members who claim the offer on 6/24/25 starting at 2 PM PT via the Taco Bell app. Limit one (1) Skate Deck per account holder. Only the first fifteen (15) verified members who claim the offer will receive a signed skateboard deck. The deck will not include wheels or anything other than the board itself. Void where prohibited. Allow 4-6 weeks for shipment. May only be shipped within the United States. Failure to provide shipping info before offer expiration constitutes forfeiture of any right to the merchandise. Unclaimed merchandise will not be fulfilled or awarded, except at Taco Bell's sole discretion. Offer is non-transferable, cannot be combined with any other offer and has no cash value. Any applicable taxes are recipient's responsibility. Taco Bell Rewards Program is available at participating U.S. Taco Bell® locations. Terms apply. Subject to Privacy Policy at **https://www.tacobell.com/legal/privacy-policy**. ©2025 Taco Bell IP Holder, LLC. Activision Publishing, Inc. is not offering or affiliated with this promotion.

**** No purchase necessary. First 50,000 verified Rewards Members to sign up on 6/24/25 at 3 PM PT will receive a code in their Taco Bell app Inbox and email associated with their Taco Bell account for Tony Hawk's™ Pro Skater™ 3 + 4 demo. Rewards Members who receive the code can redeem early access to two levels of Tony Hawk's™ Pro Skater™ 3 + 4, College and Foundry via their Activision account at **tonyhawkthegame.com/redeem**. Codes may only be used through July 11, 2025. Limit one (1) code per account. Non-transferable, no cash value. © 2025 Activision Publishing, Inc. ACTIVISION and PRO SKATER are trademarks of Activision Publishing, Inc. TONY HAWK is a registered trademark of Tony Hawk, Inc. The rating icon is a trademark of the Entertainment Software Association. All other trademarks and trade names are the property of their respective owners. Terms apply: **https://www.tacobell.com/legal-notices/terms-of-use**. ©2025 Taco Bell IP Holder, LLC. Activision Publishing, Inc. is not offering or affiliated with this promotion.

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