



**FOR IMMEDIATE RELEASE**

**GAME DAY SPECIALS TOUCH DOWN AT CHEESEBURGER IN PARADISE;  
DIVE INTO ALL-DAY DEALS EVERY MONDAY, THURSDAY AND SUNDAY**

**Houston, TX – September 8, 2015** – [Cheeseburger in Paradise](#) and Executive Chef Andrew Larue kick off football season on September 13 with game day specials available from open to close every Monday, Thursday and Sunday through Super Bowl. Guests can settle in and score with multiple TVs plus dishes and drinks that bring the fun and flavors of a tailgate to all eight locations of the tropical bar and grill chain. With the exception of Omaha, NE, Cheeseburger in Paradise restaurants will also feature DIRECTV's NFL Sunday Ticket.

In addition to deals on 22 oz. domestic drafts, 100 oz. domestic draft tubes, Bud Light buckets of five and spikes of [Midnight Moon](#) Original or Apple Pie Moonshine, customers will enjoy "First Down" and "Winning Play" menu highlights including:

*Hand-Breaded Boneless Wings*

House-made, hand-breaded tender chicken breasts cooked to order; served with a choice of ranch or bleu cheese and celery

*Loaded Potato Chips*

House-cooked crisp potato chips layered with melted cheese, bacon, tomatoes, green onions and sour cream

*Game Day Sampler*

Four mozzarella sticks, two soft pretzel sticks and a handful of famous Frickles®; served with marinara, honey mustard and sweet horseradish dipping sauce

*Twisted Pretzel Burger*

Hand-crafted with a half-pound premium beef patty, melted cheddar cheese, beer-braised onions, smokehouse bacon and Dijon aioli; served on a lightly salted soft pretzel bun with french fried potatoes

*The Linebacker*

One pound of premium beef topped with melted American cheese, crisp smokehouse bacon, lettuce, tomato and onion, served with french fried potatoes

*Boneless Wing Basket*

Four, crispy hand-breaded boneless tenders; served with a choice of sauce and french fried potatoes

No matter what the selection, diners will enjoy a colorful and festive setting that feels miles away from the everyday.

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com) or follow us on Facebook: [cheeseburgerinparadise](#) and Twitter: [@cometoparadise](#)

**About Luby's, Inc.**

Luby's, Inc. (NYSE: LUB) operates restaurants under the brands Luby's Cafeteria, Fuddruckers and Cheeseburger in Paradise and provides food service management through its Luby's Culinary Services division. The company-operated restaurants include 95 Luby's Cafeterias, 74 Fuddruckers restaurants, eight Cheeseburger in Paradise full service restaurants and bars and one Bob Luby's Seafood Grill. Its 95 Luby's Cafeterias are located primarily in Texas. In addition to the 74 company-operated Fuddruckers locations, Luby's is the franchisor for 109 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Italy, Poland, Chile and the Dominican Republic. Luby's Culinary Services provides food service management to 21 sites consisting of healthcare, higher education and corporate dining locations.

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