



**FOR IMMEDIATE RELEASE**

**CHEESEBURGER IN PARADISE BEEFS UP ITS MENU FOR MAY 28 NATIONAL HAMBURGER DAY;  
TWO POUND HEAVEN ON EARTH BURGER ACCOMPANIED BY POUND OF FRIES FOR \$24.99**

**Houston, TX – May 21, 2014** –[Cheeseburger in Paradise](http://cheeseburgerinparadise.com) aims to take a big bite out of National Hamburger Day this year. On May 28, the tropical bar and grill chain waves hello to the Heaven on Earth Burger feature. Available for one day only, the \$24.99 special boasts two, premium one-pound burger patties served just like the song – with American cheese, an onion slice, lettuce and tomato, Heinz® 57 and one pound of French fried potatoes. A bottomless Coca-Cola beverage is included in the price. Diners are required to provide their preferred location with 24 hours advance notice of their arrival.

A healthy appetite will be awarded with more than just the satisfaction of biting into a burger of this size. Guests who finish their meal within 45 minutes will receive a \$15 Ticket to Paradise voucher for their next visit, as well as an official challenge winner t-shirt. For additional details plus rules and regulations, log onto [cheeseburgerinparadise.com/promos/cip2lb/](http://cheeseburgerinparadise.com/promos/cip2lb/).

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com) or follow us on Facebook: [cheeseburgerinparadise](https://www.facebook.com/cheeseburgerinparadise) and Twitter: [@cometoparadise](https://twitter.com/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 94 Luby's Cafeterias, 67 Fuddruckers restaurants, 15 Cheeseburger in Paradise full service restaurants and bars, one Koo Koo Roo Chicken Bistro and one Bob Luby's Seafood Grill. Its 94 Luby's Cafeterias are located primarily in Texas. In addition to the 68 company-operated Fuddruckers locations, Luby's is the franchisor for 114 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Italy and the Dominican Republic. Luby's Culinary Services provides food service management to 26 sites consisting of healthcare, higher education and corporate dining locations.

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