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FUDDRUCKERS INTRODUCES APPLE PAY AT COMPANY-OWNED FAST CASUAL RESTAURANTS, OFFERING AN EASY, SECURE AND PRIVATE WAY TO ENJOY THE ‘WORLD’S GREATEST HAMBURGERS’

HOUSTON, TX – March 27, 2015 – Seventy-two of [Fuddruckers](#) company-owned fast casual restaurants throughout the country are now accepting Apple Pay, a new category of service that transforms mobile payments with an easy, secure and private way to pay.

According to Peter Tropoli, Chief Operating Officer of Luby’s, Inc., “We’re excited to provide Apple Pay, a convenience-oriented technology that pairs perfectly with our award-winning, fast casual fare.”

Security and privacy is at the core of Apple Pay. When you add a credit or debit card to Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code, instead of using the security code from the back of your card.

Apple Pay is easy to set up, and users will continue to receive all of the rewards and benefits offered by credit and debit cards. Apple Pay works with iPhone 6, iPhone 6 Plus and upon availability, Apple Watch. For more information, visit www.apple.com/apple-pay.

Since 1980, Fuddruckers has been obsessed with making the world happier, one great hamburger at a time. Grilled-to-order burgers feature always fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives. Delicious, sesame-topped buns are baked from scratch on-site throughout the day to achieve the perfect combination of crisp crust and melt-in-your-mouth texture.

And while burgers are the signature, the engaging menu offers variety for many tastes with an array of sandwiches, platters and salads. No matter what they choose, customers can customize their meal with a trip to the legendary Build Your Own produce bar, which features fantastic fixings like sun-ripened tomatoes, lettuce, sliced onions, dill pickles, pico de gallo and classic cheese sauce.

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, 72 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 72 company-operated Fuddruckers locations, Luby’s is the franchisor for 107 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Italy, Chile and the Dominican Republic. Luby’s Culinary Services provides food service management to 25 sites consisting of healthcare, higher education and corporate dining locations.

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