



FOR IMMEDIATE RELEASE

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**AT LUBY'S, SPEND \$25 ON HOLIDAY GIFT CARDS & RECEIVE A \$5
REWARD CARD STARTING TODAY THROUGHOUT TEXAS**

HOUSTON, TX – (December 2, 2010) [Luby's, Inc.](http://www.lubys.com) (NYSE: LUB) today announced details of its 2010 holiday gift card program, which offers guests a free \$5 reward card for each \$25 in gift card value purchased at Luby's 96 restaurants across Texas and online at www.lubys.com. The \$5 Luby's reward card promotion is valid for gift card purchases made between December 1 and December 31, 2010. Luby's \$5 reward cards are redeemable from January 1 through January 31, 2011.

Luby's gift cards, easier to wrap than Luby's famous mac'n cheese, are available in any amount from \$10 to \$500, and are reloadable and redeemable at any Luby's location.

Seventy Luby's restaurants will be open Christmas day, several of which will also serve breakfast. Visit www.lubys.com for details.

About Luby's

Luby's, Inc. operates restaurants under the brands [Luby's](#), [Fuddruckers](#) and [Koo Koo Roo](#). Its 96 Luby's restaurants are located in Austin, Dallas, Houston, San Antonio, the Rio Grande Valley and other locations throughout Texas, Oklahoma and Arkansas. Its Fuddruckers restaurants include 56 company-operated locations and 130 franchises across the United States and in various countries. Koo Koo Roo Chicken Bistro serves fresh, better for you chicken, sandwiches, tossed salads, vegetables and soups in three locations throughout Southern California. [Luby's Culinary Services](#) provides food service management to 18 sites consisting of healthcare, higher education and corporate dining locations.

For more information about Luby's, visit the Company's website at www.lubys.com. Follow us at www.facebook.com/Lubys

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