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**LUBY'S MARKS A MORNING MILESTONE: LANDMARK CAFETERIA CHAIN INTRODUCING FIRST FULL-SERVICE, COOKED-TO-ORDER WEEKEND BREAKFAST AT SELECT TEXAS SITES**

**HOUSTON, TX – October 07, 2014** – While Luby's has built a national reputation and multi-generational following for its delectable, home-style, cafeteria fare, the nearly 70-year-old chain marks a morning milestone this month. The landmark, Texas-born brand with 95 locations throughout the Lone Star State, as well as Oklahoma and Arkansas, has begun rolling out its "Early Breakfast" concept that not only introduces cooked-to-order items, but also full table service every Saturday and Sunday from 8 until 10:30 am.

According to Peter Tropoli, Chief Operating Officer of Luby's, Inc., "While breakfast is not new to Luby's, we are excited to venture into a full-service weekend morning program that welcomes a fresh side of our brand – sunny side up and directly to your table. We're already thrilled by the reception from diners, who are enjoying the extra convenience on their day off or some pampering on route to work."

Currently, three Texas restaurants have introduced Early Breakfast, including 4901 North 10th Street in McAllen, 564 South Bibb Avenue in Eagle Pass and Houston's Meyer Park location at 9797A South Post Oak Road, where the program was test marketed. Upcoming launches include 3601 North Mesa Street in El Paso and 201 Longmire Road in Conroe on October 11; 415 W. Slaughter Lane in Austin on October 18; 951 North Loop 340 in Bellmead-Waco and 12121 Westheimer Road in Houston on October 25; 11023 Shadow Creek Parkway in Pearland on November 1; and 1900 West Expressway 83 in Pharr on December 6.

The menu features three mouth-watering categories. Ten "Southern Comfort Platters" showcase a range of regional flavors with dishes like the Bananas Foster French Toast, traditional Migas with refried beans and warm tortillas, Texas Chicken N' Waffles with chipotle honey and the Skinny Florentine Breakfast Sandwich, served on an English muffin. Twelve "Country Traditional" items span from hearty to healthy with options such as the Waffle Slab with two eggs and choice bacon or house-made sausage, the 10-ounce Good Morning Ribeye with made-from-scratch, buttermilk biscuits, and the Fit N' Trim, incorporating low-fat, organic yogurt plus granola and fruit. A la carte items include any style eggs, date nut and blueberry muffins, individual pancakes and grits.

**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, 69 Fuddruckers restaurants, 15 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 69 company-operated Fuddruckers locations, Luby's is the franchisor for 112 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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