



FOR IMMEDIATE RELEASE

CONTACT: Kelly Pascal Gould, APR
303.324.6723
kelly.pascal-gould@fuddruckers.com

LUBY'S ANNOUNCES "Fa-BOO-lous" PROMOTION

Luby's Gourmet Halloween Cupcakes and Homemade Pies Now Available for \$3.99 and \$6.99

HOUSTON – (October 18, 2010) – Beginning today, Luby's gourmet Halloween cupcakes and famous favorite pies will be available for pre-order at Luby's restaurants throughout Texas and at www.lubys.com. Luby's, the 96-unit casual Texas eatery where everything is homemade, is celebrating the fall season with special pricing on both: \$3.99 for a half-dozen gourmet cupcakes and \$6.99 for a homemade pie. Ghouls and boys of all ages won't be able to resist these spooktacular treats.

Quantities are limited and pre-orders occur October 18 thru October 29. Pick up is available in all Luby's restaurants from October 20 thru 31.

Luby's gourmet cupcakes will feature fun and spooky Halloween motifs with double chocolate or yellow cake and vanilla cream frosting with orange and purple accents. Luby's famous favorite pies include Chocolate Icebox, Lemon Icebox, Apple, Cherry, Coconut Meringue, Lemon Meringue, Famous Pecan, and Buttermilk Chess pies – all with a homemade flaky butter crust.

"Luby's gourmet cupcakes and scratch-made pies are the best in Texas," said Chris Pappas, CEO of Luby's, Inc. "Skip the supermarket bakery and pre-order your gourmet cupcakes and homemade pies at Luby's this year. At these promotional prices, you'll be glad you did."

For more information and to pre-order, visit www.lubys.com.

About Luby's

Luby's, Inc. operates restaurants under the brands Luby's and Fuddruckers. Its 96 Luby's restaurants are located throughout Texas. Its Fuddruckers restaurants include 59 company-operated locations and 130 franchises across the United States and in various countries. 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: www.facebook.com/Lubys

###