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**FUDDRUCKERS® SQUEEZES INTO ORANGE COUNTY, CA WITH NEW FRANCHISE PARTNER
KEILLAH, LLC; THE FIRST OF TEN PLANNED SITES TO DEBUT WITHIN 18 MONTHS**

Saratoga, CA – September 12, 2013 – Acclaimed fast casual brand, [Fuddruckers](#), is expanding its [footprint](#) in Southern California through a new franchise development partnership with Keilah LLC. Under the direction of principal, Oscar Bakhtiari, Keilah LLC is set to open ten new homes for the [“World’s Greatest Hamburgers”](#) throughout Orange County over the next several years. The first is slated to debut by early 2015.

According to Peter Tropoli, Chief Operating Officer, “We’re very enthusiastic about opportunities in Orange County and throughout the country. The past year has been a time of exciting growth for Fuddruckers, and we look forward to welcoming Oscar Bakhtiari to our team. Oscar’s development agreement represents one of the largest committed to by one of our franchisees.”

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.

A dynamic design scheme, which references Fuddruckers’ classic, roadhouse origins, sets an inviting backdrop for a family gathering, work lunch or date night.

About Luby’s Inc.

Luby’s, Inc. 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 92 Luby’s cafeterias, 63 Fuddruckers restaurants, 23 Cheeseburger in Paradise full service restaurants and bars, two Koo Koo Roo Chicken Bistros, and one Bob Luby’s Seafood Grill. Its 93 Luby’s cafeterias are located throughout Texas and other states. Its Fuddruckers restaurants include 63 company-operated locations and 116 franchises across the United States (including Puerto Rico), Canada, and Mexico. Luby’s Culinary Services provides food service management to 18 sites consisting of healthcare, higher education and corporate dining locations.

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