



FOR IMMEDIATE RELEASE

CHEESEBURGER IN PARADISE TOASTS NATIONAL MARGARITA DAY ON SATURDAY, FEBRUARY 22 WITH FROZEN OR ON THE ROCKS CLASSICS FOR JUST \$2.22 EACH

Houston, TX – February 17, 2014 – [Cheeseburger in Paradise](http://www.cheeseburgerinparadise.com) is celebrating National Margarita Day this month with sizzling savings on its acclaimed [Classic Margaritas](#). On Saturday, February 22, both frozen and on the rocks versions will be available for just \$2.22 each from open through close. Regularly priced at \$6.49, the south of the border creations feature Margaritaville Gold Tequila and triple sec with a blend of fresh citrus juices.

The tropical bar and grill chain recently launched the “Laid-Back Libations” drinks and cocktails menu, providing a fresh look and an array of new and improved island-inspired, adult offerings. In addition to eight margarita selections, like the just debuted Dreamsicle Margarita incorporating Pinnacle Whipped Cream Vodka, Sauza 100% Blue Agave Tequila plus a vanilla orange Jell-O shot, highlights include the Watermelon Wipeout, Raspberry Peach Limonada and Coco Melon Mojito.

The beverage program was designed to offer a delicious complement to the recently revamped dining choices. Crafted by Cheeseburger in Paradise Executive Chef Andrew Larue, the menu now includes 50 coastal and beach-inspired items. Burger upgrades include fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, plus white and wheat buns that are baked from scratch on-site throughout the day to achieve the perfect combination of crisp crust and melt-in-your-mouth texture.

For more information about Cheeseburger in Paradise, visit www.cheeseburgerinparadise.com or follow us on Facebook: [cheeseburgerinparadise](#) and Twitter: [@cometoparadise](#)

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 95 Luby’s cafeterias, 65 Fuddruckers restaurants, 18 Cheeseburger in Paradise full service restaurants and bars, one Koo Koo Roo Chicken Bistro and one Bob Luby’s Seafood Grill. Its 95 Luby’s cafeterias are located throughout Texas and other states. Its Fuddruckers restaurants include 65 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 22 sites consisting of healthcare, higher education and corporate dining locations.

CONTACT: Toni Niece
tmniece@lubys.com