FOR IMMEDIATE RELEASE

CHEESEBURGER IN PARADISE INVITES GUESTS TO DRINK PINK IN OCTOBER WHILE RAISING FUNDS FOR CANCER NONPROFIT, KEEP A BREAST

Houston, TX – October 1, 2014 – In support of Breast Cancer Prevention Month in October, Cheeseburger in Paradise, the tropical bar and grill chain, is showcasing a palette of pink-inspired specialty drinks with 10-percent of proceeds benefitting The Keep A Breast Foundation (KAB). The Keep A Breast Foundation is a global, nonprofit breast cancer organization, whose mission is to empower young people around the world with breast health education and support.

Drinking responsibly takes on new meaning with these five, festive offerings, which provide the perfect complement to a delectable menu of coastal and beach-inspired items, including burgers that feature fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, plus 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.

The Drink Pink promotion features the following adult and non-alcoholic beverages.

**Pink Flamingo Margarita**
Milagro Reposado Tequila and X-Rated Fusion Liqueur with a touch of strawberry and a blend of fresh citrus juices.

**Surfer Spray**
SKYY Infusions Citrus, X-Rated Fusion Liqueur, agave nectar and cranberry juice topped with soda water.

**South Beach Mojito**
Cruzan Mango Rum and X-Rated Fusion Liqueur shaken with orange juice, limes and mint leaves then topped with club soda.

**Hand-Dipped Strawberry Milkshake**
House made, hand-dipped strawberry shake made with Dryer’s ice cream.

**Island Paradise**
Pineapple and coconut juices with grenadine and a splash of Sprite.

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. (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.
About The Keep A Breast Foundation
Since its inception in 2000, KAB has worked with young people to remove the shame associated with breasts and breast cancer. Through various initiatives such as breast cast art exhibitions, the “Non Toxic Revolution” and “i love boobies!” bracelets campaign, KAB has opened up the dialog about breast cancer, and has proven to be a doorway to breast self-awareness and education. Keep A Breast has grown into the leading global youth based breast cancer prevention organization, with global affiliates in Japan, Canada, Europe and Chile. The Keep A Breast Foundation’s 2014 campaign is called #checkyourselfie which will communicate the importance of monthly breast self-checks. Visit checkyourselfie.org to learn how to pledge, download the app, and/or sign-up for text message monthly reminders. Keep-a-breast.org Instagram - @keepabreast Facebook - facebook.com/KeepABreast Twitter - @keepabreast Google + - plus.google.com/+keepabreast/videos Tumblr -keepabreast.tumblr.com

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