



## FOR IMMEDIATE RELEASE

### **CHEESEBURGER IN PARADISE TAKES A BITE OUT OF SUMMER DURING SHARK WEEK; CATCH EPISODES OF THE HIT DISCOVERY CHANNEL EVENT WHILE ENJOYING FOOD AND DRINK SPECIALS**

**Houston, TX – August 6, 2014** –Tropical bar and grill chain, [Cheeseburger in Paradise](http://www.cheeseburgerinparadise.com), celebrates the return of the Discovery Channel’s annual “Shark Week” lineup this month with food and drink specials from August 10 through 16. Guests can catch television’s longest running must-see summer event – now in its 27<sup>th</sup> year with 13 shows ranging from *Zombie Sharks* to *Jaws Strikes Back* – on every screen and sink their teeth into big bites and bold sips including:

- Land Shark Lager
- One pound, pulled chicken Megalodon Burrito (\$9.99) brimming with black beans, Spanish rice, shredded lettuce, mixed cheeses plus spicy avocado cream and accompanied with chips and pico de gallo
- Shark Attack cocktail (\$7.99) featuring Cruzan Mango Rum, Blue Curacao and pineapple juice

No matter what the selection, diners will enjoy a colorful and festive setting that feels miles away from the everyday.

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com) or follow us on Facebook: [cheeseburgerinparadise](https://www.facebook.com/cheeseburgerinparadise) and Twitter: [@cometoparadise](https://twitter.com/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 94 Luby’s Cafeterias, 68 Fuddruckers restaurants, 15 Cheeseburger in Paradise full service restaurants and bars and one Bob Luby’s Seafood Grill. Its 94 Luby’s Cafeterias are located primarily in Texas. In addition to the 68 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.

CONTACT: Toni Niece  
[tmniece@lubys.com](mailto:tmniece@lubys.com)