



**FOR IMMEDIATE RELEASE**

**CONTACT:** Amy Fritzer / (713) 329-6893  
asfritzer@lubys.com

## **Luby's Announces "Whole Lotta Pie" Promotion**

*This July 4<sup>th</sup> Weekend, enjoy Luby's homemade pies for only \$7.99*

**HOUSTON, TX – June 28, 2011** – To celebrate America's birthday and the summer season, Luby's, Inc. (NYSE: LUB) today announced that this Independence Day weekend it will offer its most popular and delicious made-from-scratch pies for a discounted price. Luby's Chocolate Ice Box, Lemon Ice Box, Apple, Cherry, Coconut Meringue, Lemon Meringue, Famous Pecan and Buttermilk Chess pies will be priced at just \$7.99 each. All eight pies serve six to eight people and are the creation of Luby's own pastry chefs, prepared with the highest quality ingredients and baked fresh daily for the genuine homemade taste that has made Luby's desserts famous.

In what has now become a holiday weekend tradition, including Labor Day, Halloween, New Year's, Valentine's Day, and most recently Memorial Day, guests are asked to pre-order their pies by Thursday, June 30 either online at [www.lubys.com](http://www.lubys.com) or at their local Luby's. Pick-up is available during the long holiday weekend July 1 – 4 during the normal business hours of 11:00 a.m. – 8:00 p.m.

"Luby's is pleased to offer our most popular pies at the unprecedented low price of \$7.99 for our guests to enjoy this July 4<sup>th</sup> weekend," said Chris Pappas, CEO of Luby's. "Whether you are planning an outdoor barbeque, a small gathering or just want to treat your family to a homemade pie, Luby's 'Whole Lotta Pie' offer makes it very easy and affordable."

For additional information and to place an order, please visit [www.lubys.com](http://www.lubys.com).

### **About Luby's**

Luby's, Inc. operates restaurants under the brands Luby's and Fuddruckers and provides food service management through its Luby's Culinary Services division. The company operated restaurants include 95 cafeterias, 56 Fuddruckers restaurants, and four other non-core restaurants. Its 95 Luby's restaurants are located throughout Texas and other states. Its Fuddruckers restaurants include 56 company-operated locations and 127 franchises across the United States (including Puerto Rico) and Canada. Luby's Culinary Services provides food service management to 20 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](http://www.lubys.com). Follow Luby's at [www.facebook.com/Lubys](http://www.facebook.com/Lubys) and at [www.twitter.com/lubys](http://www.twitter.com/lubys).

####