



FOR IMMEDIATE RELEASE

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MAKE YOUR KID A LUBY'S STAR

Luby's is looking for kids who love Luby's as much as Luby's loves them.

HOUSTON, TX – April 19, 2010 – Luby's introduces a new promotion that gives kids, age infant to 17 years, a chance to star in Luby's ads. To enter, kids must simply be photographed at a Luby's location and describe why they love Luby's. Photos and essays can be submitted online at www.lubys.com, in-store or at Facebook.com/lubys. Parents are welcome to assist their children as needed.

Kids with winning stories will be professionally photographed and star in Luby's advertising materials. Winners will also receive an 8"X10" print from their photo session as well as a \$100 Luby's Gift Card. In addition, three lucky winners will be drawn to receive a portrait session and a \$25 Luby's Gift Card as a reward just for entering.

"For more than 6 decades, Luby's has taken pride in serving families delicious, healthy food at a great value. We have watched thousands of children grow up eating at Luby's and are touched when they in turn bring their children back to continue the tradition with their family," said Chris Pappas, CEO of Luby's.

"We hear stories daily from parents and children about why they believe Luby's is a smart choice for their family. So we decided the 'Make Your Kid A Luby's Star!' promotion was the perfect chance to showcase these stories and faces," said Pappas.

For more information on the "Make Your Kid A Luby's Star!" promotion, please visit your local Luby's or lubys.com.

About Luby's

Luby's operates 96 restaurants in Austin, Dallas, Houston, San Antonio, the Rio Grande Valley, and other locations throughout Texas and other states. Luby's provides its customers with quality home-style food, value pricing, and outstanding customer service.

For more information about Luby's, visit the Company's website at www.lubys.com.

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