



FOR IMMEDIATE RELEASE

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**LUBY'S ANNOUNCES "WHOLE LOTTA PIE, HALF THE PRICE" PROMOTION  
Labor Day Weekend Enjoy Luby's Homemade Pies For Only \$6.99**

**HOUSTON, TX – August 23, 2010** – This Labor Day weekend, Luby's is offering their delicious, made-from-scratch pies for more than half-off the regular price. Luby's Chocolate Icebox, Lemon Icebox, Apple, Cherry, Coconut Meringue, Lemon Meringue, Famous Pecan, and Buttermilk Chess pies will be priced at only \$6.99. Guests are asked to pre-order their pies online at [www.lubys.com](http://www.lubys.com) or at their local Luby's by September 2. Pick-up is available from September 3 through 6 during normal business hours.

"Luby's is excited to offer our most popular pies at the unprecedented low price of \$6.99 for you to enjoy Labor Day Weekend. Whether you are planning a small gathering or want to treat your family to a homemade pie, Luby's "[Whole Lotta Pie, Half The Price](#)" offer makes it easy and affordable," said Chris Pappas, CEO of Luby's, Inc. "Please remember to pre-order and reserve your pies today as quantities are limited."

For more information and to pre-order, visit [www.lubys.com](http://www.lubys.com).

**About Luby's**

Luby's, Inc. operates restaurants under the brands [Luby's](#) and [Fuddruckers](#). Its 96 Luby's restaurants are located throughout Texas. Its Fuddruckers restaurants include 59 company-operated locations and 130 franchises across the United States and in various countries. [Luby's Culinary Services](#) provides food service management to 17 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)  
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