



FOR IMMEDIATE RELEASE

CONTACT: Toni Niece  
tmniece@lubys.com

**LUBY'S, INC. TO OPEN FIRST DUAL CONCEPT RESTAURANT SITE OUTSIDE TEXAS IN JACKSON, MS**

**A Portion of February 18 Opening Day Sales from Side-by-side Luby's Cafeteria and Fuddruckers Fast Casual Restaurant to Benefit American Cancer Society Mid-South Division**

**JACKSON, MS – February 18, 2015** – [Luby's, Inc.](#) is bringing two of its iconic restaurant brands together on a prime site at 5471 I-55 North in Jackson, MS. The dual concept location, which will incorporate both a [Luby's](#) cafeteria and [Fuddruckers](#) fast casual restaurant, will debut on February 18. The venues will occupy a free-standing, 13,000-square-foot structure. This is the first side-by-side development outside the company's home state of Texas, where Luby's, Inc. has five similar offerings. The prototype was introduced in 2012.

According to Peter Tropoli, Chief Operating Officer of Luby's, Inc., "We're looking forward to doubling down in Jackson with a pairing of brands that are focused on quality and convenience, which we feel will resonate well in this community."

A portion of opening day sales will benefit the American Cancer Society, kicking off a relationship with the organization that will continue to build momentum over the following months with initiatives leading up to the 30<sup>th</sup> anniversary of Relay for Life, an international fundraising and awareness movement. This year, the Relay for Life of Jackson event will take place at LaFleur's Bluff State Park on May 22 from 6 pm until midnight.

Founded in 1980, Fuddruckers is acclaimed for its always fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, made-from-scratch buns that are baked on-site throughout the day and Build Your Own produce bar, featuring fantastic fixings like sun-ripened tomatoes, lettuce, sliced onions, dill pickles, pico de gallo and classic cheese sauce. The 3,000-square-foot Jackson location with seating for 92 will feature décor that reflects the brand's classic Americana origins with a fun, welcoming ambience that is ideal for a family outing, business lunch or a date night.

Luby's brings more than 65 years of history to Jackson with a nearly 10,000 square foot space that will accommodate up to 220 guests. The value-oriented cafeteria sets itself apart with décor that puts a modern spin on its 1940s era roots and is famous for its delicious, house-made and home-style fare that focuses on fresh, unprocessed ingredients. Rich finishes will include inviting accents of bronze and walnut, while a neutral background will give way to pops of vibrant color, including red, avocado and Mediterranean blue. Traditional, leather upholstered wood chairs will be offset by contemporary fixtures and murals.

**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, 71 Fuddruckers restaurants, eight 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 71 company-operated Fuddruckers locations, Luby's is the franchisor for 107 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Italy, Chile and the Dominican Republic. Luby's Culinary Services provides food service management to 25 sites consisting of healthcare, higher education and corporate dining locations.

###