



FOR IMMEDIATE RELEASE

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LUBY'S ANNOUNCES NEW "POWER MEALS" MENU
Now available Monday-Friday, lunch and dinner starting at only \$5.99

HOUSTON, TX – October 26, 2009 - Luby's, Inc. (NYSE: LUB) today announced a new menu offering called "Power Meals." Due to the popularity of Luby's Power Lunch, the Company has decided to expand the promotion to include dinner as well. The new Power Meals replace the Power Lunch and are available Monday through Friday at lunch and dinner starting as low as \$5.99.

The \$5.99 Power Meals include several of Luby's all-time favorites, such as, Cheese Enchiladas, Spaghetti and Meatball, Chicken Tertrazzini, and Shrimp Etouffee. The Power Meal also includes offerings for \$6.99. Items at this price include Luby's Pan Grilled Tilapia, Home-style Pot Pie, and Teriyaki Chicken. Each meal is a full made-from-scratch portion with your choice of two of Luby's signature sides and a freshly baked roll.

"Luby's introduced the Power Lunch to provide our busy lunch crowd with hearty, quality meals at an unbeatable price. The offer has been so well received during lunchtime that we are pleased to expand the offer to our dinner guests. We call it Power Meals," said Chris Pappas, CEO of Luby's. "We feel our customers will truly appreciate these great values, now at both lunch and dinner, Monday through Friday."

For more details about our Power Meal or other menu offerings at Luby's, please visit www.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.

The company wishes to caution readers that various factors could cause its actual financial and operational results to differ materially from those indicated by forward-looking statements made from time to time in news releases, reports, proxy statements, registration statements, and other written communications, as well as oral statements made from time to time by representatives of the company. Except for historical information, matters discussed in such oral and written communications are forward-looking statements that involve risks and uncertainties, including but not limited to general business conditions, the impact of competition, the success of operating initiatives, changes in the cost and supply of food and labor, the seasonality of the company's business, taxes, inflation, governmental regulations, and the availability of credit, as well as other risks and uncertainties disclosed in periodic reports on Form 10-K and Form 10-Q.

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