



FOR IMMEDIATE RELEASE

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LUBY'S LAUNCHES "GONNA BE A LUBY'S SUMMER" ONLINE PROMOTION; REPEAT DINERS REWARDED WITH BOUNCE BACK COUPONS AND OPPORTUNITIES TO WIN FREE LUBY'S FOR A YEAR AND FAMILY TRAVEL

HOUSTON, TX – July 25, 2011 – Thanks to Luby's, summer in the south never tasted so good. This week, the popular, always-fresh cafeteria chain with 96 locations throughout Texas, Arkansas, and Oklahoma, officially launched its "Gonna Be a Luby's Summer" online promotion and accompanying micro-site www.lubysummer.com. Through September 5, 2011, not only can customers create e-postcards and incorporate a stop at Luby's in their seasonal road trip plans, but they can also log their receipts to earn bounce back coupons on a variety of popular items, while simultaneously being entered to win family travel and food prizes. There is a limit of one entry per person, per day. Multiple entries within one day will disqualify all entries from the same person.

Four e-mail bounce back coupons, which will rotate upon entry for registered users, include:

- \$2 off a purchase of \$10 or more,
- \$6 Lu Ann platter (value meal with select entrée, two sides and a roll),
- \$1.99 Kid's Combo (select entrée with two sides, jello, roll and kid's drink), and
- 2 for \$20 (two Combos with two select entrees, four sides, plus two drinks).

Each logged receipt will create an additional chance to win one of four grand prize family getaway packages including:

- a four-night, five-day stay for four at a participating La Quinta Inns & Suites property,
- one-day pass for four valid at any Schlitterbahn Waterparks location (sites in Galveston, TX, South Padre Island, TX, New Braunfels, TX and Kansas City, KS),
- "Celebrate Summer" floral bouquet by Teleflora, and
- a \$100 Luby's gift card.

Two runners-up will be randomly selected to win "Free Luby's for a Year."

The names of the winners will be posted on the official promotion micro-site at www.lubysummer.com within one month after the end of the contest. No purchase is necessary to enter. For a complete list of rules, as well as directions on entering via mail and without purchase, please log onto www.lubysummer.com/rules/.

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. Follow Luby's at www.facebook.com/Lubys and a www.twitter.com/lubys.

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