



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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