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WHAT'S OLD IS NEW AGAIN: LUBY'S PREMIERES A FRESH LOOK FOR THE RESTAURANT BRAND WITH A JUST COMPLETED PROTOTYPE IN HOUSTON THAT REINTERPRETS 64-YEAR HISTORY

HOUSTON, TX – August 26, 2011 – Luby's is utilizing its Houston backyard to roll out a fresh look and feel for its restaurants. The popular Texas-born cafeteria chain, originally founded in 1947, has tipped its hat to a storied past as inspiration for the design scheme, which debuted on August 25, 2011. The reinterpreted interiors are a focal point of a newly built restaurant just completed on the city's southwest side. An anchor of the Meyer Park shopping center on South Post Oak, the freestanding venue was built on a site adjacent to an existing, end cap Luby's, which will have been razed as part of major retail redevelopment.

According to Peter Tropoli, COO of Luby's, "We are excited to introduce this Luby's, which is mindful of our roots, but reflects on them in a new way. And while our unique menu and made-from-scratch Texas cuisine remain the same, we also have a few surprises in store. We continue to feature quality, value and variety in a helpful environment that our guests can come back to every day."

Encompassing just under 10,000 square feet with seating for over two hundred, the new unit and design prototype pairs an open floor plan featuring abundant natural light with rich finishes incorporating walnut wood and bronze accents. The goal of in-house designer, Brittany Davis, was to develop a family-friendly, residential-style atmosphere more complementary to the quality of food and welcoming service that Luby's is known for. The resulting space references both the Texas Hill Country and aspects of the Mid-Century modern movement, paying homage to the place and time of Luby's birth.

"I wanted to create an environment that would bridge and relate to different generations, while giving today's more fiscally conservative consumer an elevated ambience," said Davis.

Throughout, the design elevates the retro to chic. Neutral backgrounds give way to pops of vibrant color, including red, avocado and Mediterranean blue, while traditional, leather upholstered, wood chairs are offset by contemporary fixtures and checkerboard carpeting. Artwork also speaks to the brand's longevity with a mural of founder, Bob Luby, acting as a central element of the restaurant.

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, 57 Fuddruckers restaurants, and four other non-core restaurants. Its 95 Luby's restaurants are located throughout Texas and other states. Its Fuddruckers restaurants include 57 company-operated locations and 126 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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