

On The Spot Systems Grills up Deal with Fuddruckers

Company Will Provide On The Spot Systems® Mobile Feedback Tool to Customers at More Than 115 Company Owned and Franchised Fuddruckers Restaurants in North America

March 27, 2013 | On The Spot Systems®, the leader in location specific, real-time worldwide mobile surveys, today announced a new partnership agreement with Fuddruckers Restaurants (NYSE: LUB) to provide the company with its signature Satisfaction Management tool. The survey tool will be deployed in all of Fuddruckers' company owned restaurants and the majority of its 120 franchised locations across the US. Fuddruckers, famous globally for its "World's Greatest Hamburgers®," is just the most recent win for On The Spot Systems, which also secured partnerships with PepsiCo Foodservice, Luby's Cafeterias, and BJ's Wholesale Club in 2012.

This new partnership paves the way for Fuddruckers to take advantage of On The Spot's unique features, including real-time customer feedback for service-focused industries, email list building, instant management alerts, and automated user-friendly reporting. On The Spot Systems' cost-effective platform allows users to capture customer and employee feedback "on the spot" by using smartphones or tablet technology. Fully customizable surveys allow individualized branding without the need for a proprietary application and deliver immediate insights into guest satisfaction, market research and field data collection.

Fuddruckers' customers will be offered multiple ways to provide feedback on their dining experiences, including visiting a specific On The Spot Systems URL via a smartphone or tablet, or scanning a QR code.

"Fuddruckers has been delighting guests for more than 30 years, and we are excited to work with such a prestigious brand," said On The Spot Systems President Ken Kimmel. "On The Spot System's real-time, actionable feedback model will ensure that Fuddruckers provides the world's best customer service along with the world's greatest hamburgers."

"What impressed us the most was how easy On The Spot Systems makes taking a survey," said Mike Peay, Fuddruckers Director of Training. "We believe that the Survey On The Spot feedback tool will provide Fuddruckers restaurant managers with real-time feedback that will ensure our guests have the most enjoyable experience every time they visit."

On The Spot Systems can be used by any organization looking to capture real-time, on-site information from its customers or employees. While frequently associated with mobile guest satisfaction feedback, the tool is also appropriate for product feedback, field data collection and product research & development.

About On The Spot Systems®, Inc.

On The Spot Systems® provides mobile solutions for companies that believe better data leads to better business performance. The Company's mobile data collection technology helps businesses gain advantage in the marketplace by providing them with location-specific data that makes a difference in real-time. On The Spot Systems enables service-focused organizations to capture cost effective in-the-moment customer and employee feedback by utilizing digital tablet and smartphone technology.

About Luby's

Luby's, Inc. operates restaurants under the brands Luby's Cafeteria and Fuddruckers and provides foodservice management through its Luby's Culinary Services division. The company-operated restaurants include 93 Luby's cafeterias, 61 Fuddruckers restaurants, two Koo Koo Roo Chicken Bistros, and one Bob Luby's Seafood Grill. Its 93 Luby's cafeterias are located primarily in Texas. In addition to the 60 company-operated Fuddruckers locations, the Company has 121 Fuddruckers franchises locations across the United States (including Puerto Rico), Canada, and Mexico. 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. Follow Luby's at www.facebook.com/Lubys and a www.twitter.com/lubys.

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