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Celebrate the Holiday Season with Gifts from Benihana

MIAMI – November 7, 2011 – Celebrate the season with Benihana Inc. (NASDAQ: BNHNA; BNHN), the nation’s leading operator of Japanese theme and sushi restaurants. This year, Benihana offers gifts for food-loving friends and family. Benihana gift cards make the perfect stocking stuffers for friends and co-workers, while the immersive “Be the Chef” package is ideal for those who are eager to test their skills behind the teppan grill.

Gift cards are the perfect present for Benihana lovers. Gift cards can be purchased and redeemed at all Benihana locations in the continental United States. When purchased online, a personalized message can be added for the gift recipient. As an added component this holiday season, Benihana will offer \$10 back for every \$50 spent on gift card purchases from November 14th through December 31st.

For those seeking an authentic Japanese culinary experience, the “Be the Chef” program provides one-on-one training with a Benihana chef. The “Be the Chef” package begins with a private training session to learn the essential skills needed to cook behind a teppan grill. On a separate weekday after training, the gift recipient prepares a full Benihana meal for friends and family. In addition to the private training lesson and cooking performance, the package also includes a Benihana hat, Benihana apron, complimentary souvenir photo of the performance and a Master Chef Diploma from Benihana.

Included in the package is the Benihana Splash ‘n Meadow dinner, which features hibachi steak and shrimp, vegetable fried rice, Benihana onion soup, Benihana salad, hibachi vegetables, homemade dipping sauces, vegetable fried rice and Japanese hot green tea. Now available year round, the basic “Be the Chef” package costs \$140 for four people. Additional guests can be added for only \$35 per person, and Benihana is offering a special price of \$250 for eight guests.

For more information about Benihana, to purchase a gift card, or to find a location near you, visit: www.benihana.com.

About Benihana

Headquartered in Miami, Benihana Inc. (NASDAQ GS: BNHN, BNHNA) is the nation's leading operator of Japanese theme and sushi restaurants with 96 restaurants nationwide, including 63 Benihana restaurants, eight Haru sushi restaurants, and 25 RA Sushi restaurants. In addition, 18 franchised Benihana restaurants are operating in the United States, Latin America and the Caribbean. To learn more about Benihana Inc. and its three restaurant concepts, please view the corporate video at www.benihana.com/about/video.

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