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Benihana Supports St. Jude With Japanese Children's Day Initiatives

Children Helping Children Program Includes Art Contests and May 5 Donations to St. Jude

MIAMI, March 24, 2010 -- Benihana Inc. (NASDAQ: BNHNA; BNHN), the nation's leading operator of Japanese theme and sushi restaurants, is celebrating the Japanese Children's Day, known as Kodomo no Hi in Japan, by holding local art contests for children beginning April 5 through May 5 as part of its "Children Helping Children" program. Benihana will donate $1 to St. Jude Children's Research Hospital® for each work of art submitted, and the child will be entered to win a dinner for eight at their local Benihana restaurant. In addition, 100 percent of the purchase price for all of the Benihana children's meals served on Children's Day, May 5, 2010, will be donated to St. Jude.

"Children and families are an important part of our business, so partnering with a children's hospital is a natural fit," said Richard C. Stockinger, president and chief executive officer of Benihana. "Benihana is committed to supporting St. Jude to help further the hospital's research and lifesaving care of children battling cancer and other catastrophic illnesses through the 'Children Helping Children' program."

The Benihana's Children's Day art contest is open to students in kindergarten through sixth grade. All participating Benihana restaurants will accept and judge submitted artwork and a grand prize winner will be selected at each restaurant. The grand prize winners will receive dinner for eight and have their art work displayed in their local Benihana restaurant.

For more information about Benihana's "Children Helping Children" program, please 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 97 restaurants nationwide, including 63 Benihana restaurants, nine Haru sushi restaurants, and 25 RA Sushi restaurants. Famous for its entertaining chefs who present and prepare delicious Teppanyaki entrees at hibachi tables, as well as sushi and other Japanese favorites, Benihana introduced Japanese food to America in 1964. RA Sushi offers a subtly sexy and energetic experience with a hip ambience, and Haru is an urban, upscale sushi concept. In addition, 22 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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St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer, Danny Thomas, and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

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