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Benihana Offers Guests Many Reasons to Celebrate This Holiday Season *Legendary Teppanyaki Restaurant Offers "Be The Chef" Package and Gift Card Bonus*

MIAMI, November 15, 2010 – Benihana Inc. (NASDAQ: BNHNA; BNHN), the nation's leading operator of Japanese theme and sushi restaurants, invites guests to celebrate with friends and family around the teppanyaki table this holiday season. Beginning today, Benihana offers several holiday promotions including its "Be The Chef" package and a gift card promotion that will allow guests to further enjoy an authentic and unique dining experience.

For a limited time this holiday season, Benihana is offering restaurant guests the perfect holiday gift and opportunity to become a Benihana chef for the day and learn the art of teppanyaki cooking on the hibachi grill. Benihana's "Be The Chef" package will give a friend or family member the chance to experience Benihana firsthand with a private lesson in teppanyaki cooking from a master Benihana chef and then cook a 5-course meal for family and friends.

The "Be The Chef" package includes a one-on-one training session with a Benihana chef to learn how to cook teppanyaki style on the hibachi grill; a full Benihana teppanyaki performance by the gift recipient to entertain friends and family; a masterpiece meal created to enjoy with three additional guests; an official Certificate of Completion certifying the gift recipient as a Teppanyaki Master; and a complimentary souvenir photo of the performance that can be downloaded and shared with additional friends and family.

Included in the package is Benihana's "Splash 'n Meadow" dinner which features hibachi steak and shrimp, vegetable fried rice, onion soup, salad, hibachi vegetables, homemade dipping sauces, Haagen-Dazs ice cream and Japanese hot green tea. On sale at participating locations through the holidays, the "Be The Chef" package for four people is \$140. Additional guests can be added for only \$35 per person, and Benihana is offering a special price of \$250 for eight guests.

Also for the holidays, Benihana offers gift cards that allow family and friends to get together in the perfect atmosphere for a gathering or special event. For every \$50 spent on Benihana gift cards, purchasers will receive an additional \$10 promotional card to be used January 2, 2011 through March 31, 2011. In addition, restaurant guests can celebrate the holidays at Benihana, as all restaurant locations are open on Christmas Eve and Christmas Day.

"This holiday season, you can give a unique gift to a friend or family member that can be enjoyed by everyone," said Richard C. Stockinger, chairman, chief executive officer and president of Benihana. "Celebrate the holidays with one of our many festive offers and share an unforgettable dining experience with your loved ones."

For more information about Benihana, 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, 20 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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