



FOR IMMEDIATE RELEASE

Media Contacts:

Danny Jovic, 954-776-1999, ext. 226

djovic@piersongrant.com

Jane Grant, 954-776-1999, ext 224

jgrant@piersongrant.com

Big Brothers Big Sisters of Broward and Benihana Team Up to Raise Funds During Kabuki Cook-Off

FORT LAUDERDALE, Fla. (July 28, 2008) – Broward’s finest amateur chefs will team up with Benihana’s master Teppanyaki chefs at the Kabuki Celebrity Cook-off, presented by Benihana and Big Brothers Big Sisters of Broward. The event is set for Monday, August 25 at 6 p.m., at Benihana’s Fort Lauderdale restaurant located at 276 Commercial Blvd.

Community and local leaders and their guests, all dressed in their theme of choice, will assist Benihana’s knife-wielding, shrimp flipping, entertaining chefs prepare and serve Benihana’s famous Japanese cuisine, with proceeds to benefit Big Brothers Big Sisters of Broward. A live auction will take place immediately after all chefs have finished cooking for their guests.

Celebrity chefs and table guests will compete for awards including the Golden Tip Award for the chef with the most tips, Samurai Sword Award for the chef who displays the best knife skills, Kabuki Award for the table with the most creative costumes, Sumo Award for the chef who most wrestles with the food, and Geisha Award for the chef who is best at catering to guests.

“We look forward to an amazing evening at Benihana,” said Ana Cedeño, CEO of Big Brothers Big Sisters of Broward. “Kabuki promises to be an entertaining evening of fun, food, friends and theatrics.”

Big Brothers Big Sisters is the largest youth mentoring organization in the United States. With more than 400 affiliates across all 50 states, Puerto Rico and Guam, it served 255,000 children in 2007, more than twice the number of five years ago.

“We are delighted to team up with Big Brothers Big Sisters of Broward and help raise funds for a good cause,” said Joel Schwartz, Chairman and CEO of Miami-based Benihana. “I’m extremely passionate about Big Brothers Big Sisters and I’m a member of the Board of Directors for the Greater Miami Chapter. We look forward to a wonderful evening serving delicious food and providing entertainment for everyone in attendance.”

- more -

A limited number of table sponsorships are available for \$1,750 which includes eight guest seats, one cocktail drink ticket per guest, open bar for all table guests during dinner and VIP “Good Fortune” red and black lacquer chopsticks, and for \$1,500 which includes eight guest seats and one cocktail drink ticket per guest during cocktail hour.

To reserve a table or for more information, please call 954-584-9990, ext. 104 or e-mail cookoff@bbbsbroward.org.

About Big Brothers Big Sisters of Broward

Big Brothers Big Sisters is the oldest, largest and most effective youth mentoring organization in the United States. It helps children reach their potential through one to one relationships, professionally supported, with measurable results. The organization serves 225,000 children, ages 6 through 18, in all 50 states. National research has shown that the positive relationships between youth and their Big Brothers and Big Sisters have a direct, measurable, and lasting impact on children’s lives. Big Brothers Big Sisters has served as Broward’s preeminent youth- service organization since 1973.

About Benihana

Benihana Inc. (NASDAQ: NMS: BNHN and BNHNA) operates 60 Benihana teppanyaki restaurants, nine Haru restaurants, and 21 Ra Sushi restaurants. Under development at present are 13 restaurants: eight Benihana teppanyaki restaurants and five RA Sushi restaurants. In addition, 19 franchised Benihana teppanyaki restaurants are operating in the U.S., Latin America and the Caribbean.

###