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What's Your Favorite Benihana Memory?

Famed Teppanyaki Restaurant Launches Contest to Find Out

MIAMI (August 10, 2009) – For the past 45 years, Benihana has treated guests to millions of photos commemorating celebrations and special occasions. Now, Benihana wants them back.

The famed teppanyaki restaurant recently has launched its Benihana Memories Contest, an online program where guests can submit stories and links to photos and videos. Each month, Benihana will judge entries and select three winners to receive a \$50 gift card to dine at a local Benihana and enjoy another memorable meal. Winning entries also will be featured on Benihana.com.

“Benihana’s knife-wielding, shrimp-flipping chefs are legendary for making every occasion memorable,” said Richard Stockinger, CEO of Benihana. “Every day, we hear stories about the great experiences at our restaurants and we thought it would be fun to collect and share them as part of our year-long 45th anniversary celebration.”

Benihana is recognized for bringing Japanese cuisine to America with its entertaining chefs who present and prepare delicious teppanyaki entrees at hibachi tables, as well as sushi and other Japanese favorites. Blending Japanese dishes with a dazzling chef performance has been Benihana’s recipe for success since 1964.

To submit your Benihana memory or for more information, visit <http://Benihana.com>. Additional terms and restrictions apply.

About Benihana

Benihana Inc. (NASDAQ GS: BNHN and BNHNA) is the nation’s leading operator of Japanese theme and sushi restaurants, with 65 Benihana, 25 RA Sushi and nine Haru 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, twenty-two franchised Benihana restaurants operate in the U.S., Latin America and the Caribbean.

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