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Memphis Benihana Reopens 11 Months After Fire Destroyed Original Location

MEMPHIS, Tenn. (Jan. 26, 2009) – America’s favorite Japanese restaurant is back in Memphis as Benihana reopened its new restaurant at 912 Ridgelake Blvd., the site of the original location. The restaurant had been closed since February 22, 2008 due to a fire.

Built from the ground up, the Memphis restaurant invites guests to enjoy the restaurant’s famous teppanyaki and sushi menu in a striking environment inspired by traditional Japanese culture and architecture.

“After the fire destroyed our Memphis restaurant, we immediately pledged to rebuild it at the same location,” said Joel Schwartz, Chairman and CEO of Benihana. “We look forward to once again serving our loyal Memphis guests in this beautiful new restaurant.”

Benihana loyalists will delight in the classic menu offerings that remain unchanged. Tender steaks, juicy chicken and succulent shrimp are prepared and served by entertaining chefs before guests seated at teppanyaki tables. The sushi menu offers delicious innovations and the sake menu highlights a great selection.

Benihana’s original Memphis restaurant opened 30 years ago, 15 years after the first Benihana in New York City introduced the nation to Japanese cuisine. To commemorate 45 years as America’s favorite Japanese restaurant, Benihana treats guests to a \$45 Dinner for Two Anniversary Special throughout 2009 (see www.benihana.com for details).

Benihana’s Memphis location is open for lunch on weekdays and dinner seven days a week. There is a sushi bar, lounge seating, and a total of 22 teppanyaki tables. For reservations, please call 901-767-8980.

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About Benihana

Benihana Inc. (NASDAQ GS: BNHN and BNHNA) operates 63 Benihana teppanyaki restaurants, nine Haru restaurants, and twenty-two RA Sushi restaurants. Under development at present are ten restaurants: five Benihana teppanyaki restaurants and five RA Sushi restaurants. In addition, twenty-one franchised Benihana teppanyaki restaurants are operating in the U.S., Latin America and the Caribbean.

Memphis Restaurant Facts:

Address: 912 Ridgelake Blvd
Memphis, TN 38120

Phone: 901-767-8980

Restaurant Manager: Miming Hidayat

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