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## **Benihana Inc. Announces Toshiya Nemoto As Its Executive Chef For Teppan Operations**

**MIAMI, March XX, 2010** -- Benihana Inc. (NASDAQ: BNHNA; BNHN), the nation's leading operator of Japanese theme and sushi restaurants, has announced that Chef Toshiya Nemoto has been named executive chef of the Benihana Teppan operations as part of the Benihana Renewal Program.

Nemoto, better known as Chef Tony, has been with Benihana for more than 32 years, starting as a cook in the Honolulu restaurant. Over the years, Nemoto also has worked at the company's New York; Bethesda, Md.; San Francisco; and Pennsauken, N.J. restaurants where he most recently served as Benihana's regional chef.

"With our increased focus on operations, including the recently implemented Benihana Renewal Program, we view Chef Nemoto's leadership and extensive Benihana experience as a valuable asset to the company," said Richard C. Stockinger, president and chief executive officer of Benihana. "Chef Nemoto will work closely with Chef Hiroyuki Sakai, Benihana's executive culinary advisor, and our long-term team of regional chefs in developing new menu initiatives and refining cooking procedures to help bring the latest in Japanese culinary trends to the United States."

The Benihana Renewal Program, initiated in October 2009, includes elevating the quality of food and beverages, raising the level of service standards, and revitalizing the concept's marketing and public relations. These combined efforts are focused on increasing guest frequency, creating greater mindshare, and ultimately bolstering restaurant sales at the company's flagship brand without any entrée price increases.

For more information about Benihana, please visit [www.benihana.com](http://www.benihana.com).

### **About Benihana**

Headquartered in Miami, Benihana Inc. (NASDAQ GS: BNHN and 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](http://www.benihana.com/about/video).

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