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Benihana Launches Multi-Media Campaign

MIAMI, Fla. (September 15, 2008) – Benihana Inc. (NASDAQ GS: BNHNA; BNHN), the operator of the nation's largest chain of Japanese theme and sushi restaurants, has launched a new multi-media campaign that promises to remind guests of the special dining experience they enjoy when visiting a Benihana restaurant.

"Now that's special" is the new message developed by Cronin and Company, LLC, a full-service marketing communications agency. The multi-media campaign includes print, billboards, rich media/banner advertising, a 15-second pre-roll video and a new website. The campaign marks Cronin and Company's first work for Benihana since winning the account earlier this year. To view the new creative campaign, please visit www.benihana.com/special

"Dining at Benihana is a special experience. It's unlike any other restaurant and this campaign highlights that our food is cooked right before the guests' eyes and made especially for them," said Joel Schwartz, Chairman and CEO of Benihana. "The campaign creative differentiates the ordinary experience most restaurants offer with the special Benihana experience, reminding people of the quality of the menu and the entertaining chefs that have made Benihana a household name and cultural icon since 1964."

"We've taken the Benihana chef and evolved his role into an arbiter of all that is special. The work is engaging, entertaining and fun, like the Benihana experience itself," said Steve Wolfberg, President of Cronin and Company, LLC.

The campaign launches today in 26 cities across the country including: Atlanta, Chicago, Cleveland, Denver, Detroit, Houston, Indianapolis, Los Angeles, Miami, Minneapolis, New York, Orlando, Phoenix, San Diego, Sacramento, San Francisco and Washington, DC.

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The new website at www.benihana.com now allows visitors to send a special message via a Benigram™, a custom message crafted by a virtual chef on the teppanyaki grill. The site also invites guests to view, email and download their Benihana souvenir photo taken in the restaurant.

About Benihana

Benihana Inc. (NASDAQ GS: BNHN and BNHNA) operates 60 Benihana teppanyaki restaurants, nine Haru restaurants, and twenty-one RA Sushi restaurants. Under development at present are fourteen restaurants: eight Benihana teppanyaki restaurants and six RA Sushi restaurants. In addition, nineteen franchised Benihana teppanyaki restaurants are operating in the U.S., Latin America and the Caribbean.

About Cronin and Company, LLC

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, public relations, direct marketing, interactive, strategic planning, media, print and broadcast production, research and investor relations. Additional information about Cronin is available online at www.cronin-co.com.

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