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Benihana Supports St. Jude Children's Research Hospital® with 8th Annual Children's Day Initiative

The initiative includes Children Helping Children coloring contest and donation to St. Jude

AVENTURA, Fla., April 4, 2016 – Benihana Inc., the nation's leading operator of Japanese theme and sushi restaurants, recently kicked off its eighth Children Helping Children coloring contest as part of its annual Children's Day festivities.

From now through May 5, children ages 12 and younger who visit any Benihana location nationwide are invited to participate in the Children Helping Children coloring contest. Participants will draw an original picture illustrating what "Children Helping Children" personally means to them. Benihana will donate \$1 to St. Jude Children's Research Hospital for each entry they receive.

Benihana will also name one winning entry through the Instagram app. To be eligible, an adult parent/guardian is asked to simply take a photo of the child's submission and upload it to Instagram through May 5 with the hashtag #BENIKIDS and/or #CHILDRENHELPINGCHILDREN.

On May 6, Benihana will select one child from each restaurant and one photo from Instagram to win a dinner for eight.

Additionally, 100 percent of the purchase price of all Benihana Kabuki Kids meals served on Children's Day, May 5, will be donated to St. Jude.

Since the program launched in 2009, Benihana has donated more than \$243,000 to St. Jude.

For more information about Benihana's Children Helping Children promotion and contests, please visit www.benihana.com.

About Benihana

Headquartered in Aventura, Florida, Benihana Inc. is the nation's leading operator of Japanese theme and sushi restaurants with 98 restaurants nationwide, including 64 Benihana restaurants, six Haru sushi restaurants and 28 RA Sushi restaurants. In addition, 12 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.

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