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Benihana Supports St. Jude Children's Research Hospital® with Children's Day Initiative
Includes 'Children Helping Children' Coloring Contest and Donation to St. Jude

MIAMI, March 31, 2014 – Benihana Inc., the nation's leading operator of Japanese theme and sushi restaurants, has officially kicked off the sixth annual "Children Helping Children" coloring contest as part of its Children's Day activities.

From now until May 5, children ages 12 and younger visiting any Benihana location nationwide are encouraged to participate by drawing a picture to depict what the theme of "Children Helping Children" means to them. For each entry form received, Benihana will donate \$1 to St. Jude Children's Research Hospital®. On May 6, one winning entry will be selected from each restaurant and the child will be awarded a dinner for eight.

Benihana will also name one winning entry through Instagram. An adult parent/guardian simply needs to take a photo of the child's submission and upload it to Instagram now through May 5 with the hashtag #BENIKIDS and/or #CHILDRENSDAY to be eligible.

"We are so pleased to partner with St. Jude Children's Research Hospital for this amazing annual children's event," said Jeannie Means, Vice President of Marketing for Benihana. "Each year on May 5, Japan honors the nation's children with a national holiday set aside to celebrate their growth and happiness. This promotion truly honors the theme of the holiday for both the young guests who visit our restaurants and participate in the festivities and for those who are directly impacted by the donation to St. Jude which allows them to continue their lifesaving mission of finding cures and saving children."

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 began, Benihana has donated more than \$160,000 to St. Jude. The total collected funds from 2014 Children's Day initiatives will be presented during a private event for St. Jude patients and their families held on the hospital campus in Memphis, Tenn., on May 21.

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

About Benihana

Headquartered in Miami, Benihana Inc. is the nation's leading operator of Japanese theme and sushi restaurants with 95 restaurants nationwide, including 63 Benihana restaurants, seven Haru sushi restaurants and 25 RA Sushi restaurants. In addition, 15 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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