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Benihana Supports St. Jude Children's Research Hospital with Children's Day Initiative
Children Helping Children Program Includes Art Contests and Donation to St. Jude

MIAMI, April 1, 2013 – Benihana Inc., the nation's leading operator of Japanese theme and sushi restaurants, has officially kicked off the annual "Children Helping Children" coloring contest as part of its annual Children's Day programming.

From now until May 5, children 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 collected, Benihana will donate \$1 to St. Jude Children's Research Hospital® one of the world's premier centers for the research and treatment of pediatric cancer and other deadly childhood diseases. One winning entry will be selected from each restaurant to receive dinner for eight people. In addition, 100 percent of the purchase price for all of the Benihana Kabuki Kids meals served on Children's Day, May 5, will be donated to St. Jude.

"It is our pleasure to once again host the 'Children Helping Children' program to benefit St. Jude," said Richard Stockinger, president and chief executive officer of Benihana. "We are committed to supporting St. Jude and their progressive research and lifesaving care of children battling cancer and other deadly childhood diseases."

This is the fifth year that Benihana has hosted the "Children Helping Children" program. Since the program began, Benihana has donated more than \$120,000 to St. Jude. The total collected funds from 2013 Children's Day initiatives will be presented during an event held at St. Jude Children's Research Hospital on May 7.

The Benihana Children Helping Children coloring contest is open to children ages 12 and under. For more information about Benihana's "Children Helping Children" program, 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 94 restaurants nationwide, including 62 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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