

## **BENIHANA PARTNERS WITH AEG TO BRING WORLD-CLASS CULINARY EXPERIENCES TO FANS AT DIGNITY HEALTH SPORTS PARK AND SPRINT CENTER**

*New, Multiyear Partnership Sees Benihana RA Sushi Make Its First-Ever Debut at a Professional Arena or Sports Complex with Brand-New, Restaurant-Style Concessions at Both Venues*

**LOS ANGELES** – April 3, 2019 – Benihana Inc. (Benihana), the nation's leading operator of Japanese-inspired teppanyaki and sushi restaurants, and AEG, the world's leading sports and live entertainment company, have partnered to bring world-class culinary and dining experiences to fans at Dignity Health Sports Park (DHSP) in Carson, CA, and Sprint Center in Kansas City, MO. As part of the agreement, brokered by AEG Global Partnerships, Benihana will become an official partner of both DHSP and Sprint Center. Additionally, Levy Restaurants, the exclusive concessionaire of both venues, and Benihana will work collaboratively to deliver a state-of-the-art guest experience for fans onsite. This is Benihana's first-ever debut at a professional arena or sports complex and a market introduction for the brand to Kansas City, with the next closest Benihana location more than 400 miles away.

The new relationship will see Benihana and RA Sushi, two truly iconic brands, featured prominently across both venues and side-by-side for the first time ever. Additionally, as part of the deal, Benihana opened two new restaurant-style concessions located on the main concourses of DHSP and Sprint Center. The partnership will expand Benihana's brand awareness across sports and live entertainment, while providing fans with enhanced, in-venue culinary experiences and access to select menu items from both Benihana and RA Sushi.

"Our partnership with AEG and their strong leadership team helps further strengthen our Benihana and RA Sushi brands not only across sports and live entertainment but also beyond our brick-and-mortar locations," said Benihana Chief Executive Officer and President, Tom Baldwin. "Dignity Health Sports Park and Sprint Center are world-class venues, and we couldn't be more honored to align with two iconic properties that share our values and commitment to putting our guests first."

With the arrival of Benihana's new fast-casual format, 400 square foot concession at DHSP and its new 550 square foot concession at Sprint Center, fans won't have to go far for the authentic Benihana experience. Much like at a classic Benihana restaurant, both branded concessions feature traditional teppanyaki tables along with the iconic, performing chefs for guests to enjoy in-person. Additionally, the menu will showcase Benihana's most popular dishes, including signature Hibachi steak, chicken and shrimp. Both concessions will also offer customer favorites from RA Sushi including California rolls, avocado rolls, spicy tuna rolls, and specialty poke bowls, among other menu items. The concessions will provide fans with elevated culinary options and a unique, opportunity to experience the Benihana brand up close and personal on game day.

"We are proud to introduce our fans to Benihana, a global industry icon and best-in-class partner, whose revolutionary approach to Japanese food and dining highlights our own commitment to innovation and providing our guests with the very best in sports and live entertainment," said Erin Zinser, senior director, partnership activation, AEG Global Partnerships. "This partnership will enhance our ability to

deliver meaningful value and create even more memorable experiences for our fans at DHSP and Sprint Center.”

In addition to large-scale branding presence across both concessions, Benihana will also receive custom brand integrations throughout select premium areas at DHSP and Sprint Center. Specifically, Benihana will engage fans through Sprint Center’s Founders Club, an exclusive area designed to help fans experience the state-of-the art venue at its best. As an official partner of Sprint Center, Benihana will also brand the Founder’s Club concession stand and serve its members with specialty menu items from both Benihana and RA Sushi. Additionally, RA Sushi will be listed on all suite menus and chefs table offerings when sushi is offered at DHSP, giving the brand increased exposure amongst the venue’s premium ticket holders.

As part of the agreement, Benihana, Sprint Center and DHSP will also collaboratively plan and execute a variety of promotional content across both social and digital media platforms to maximize the impact of the partnership to the benefit of the fans.

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#### **About Benihana**

Benihana Inc. is the nation's leading operator of Japanese-inspired Teppanyaki and Sushi restaurants with more than 100 nationwide Benihana, Haru Sushi, RA Sushi and Samurai restaurants, including 10 franchised Benihana restaurants operating throughout the United States, Caribbean, and Central and South America. To learn more about Benihana Inc. and its four brands, please view the corporate video at [www.benihana.com/about/company-video/](http://www.benihana.com/about/company-video/). To download the Benihana Sticker Pack, please visit <http://apple.co/2lml8Dg>.

#### **About AEG**

Headquartered in Los Angeles, California, AEG is the world’s leading sports and live entertainment company. With offices on five continents, the company operates in the following business segments: AEG Facilities, which is affiliated with or owns, manages or consults with more than 150 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including STAPLES Center, The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; AEG Presents, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; AEG Real Estate, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world’s largest operator of sports franchises and high-profile sporting events; and AEG Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands, AXS.com ticketing platform, AXS cable television channel and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).