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**Cupertino Benihana Reopens With
Award-Winning Makeover**

***“The Next Benihana” Re-invents the Japanese
Eating and Entertainment Experience***

CUPERTINO, Calif. (July 10, 2008) – Benihana, the American leader in teppanyaki dining, has completed an award-winning makeover of its Cupertino restaurant. Celebrated as “The Next Benihana,” the new design invites guests to enjoy the restaurant’s famous teppanyaki and sushi menu in a striking environment inspired by Japanese culture and architecture.

Drawing inspiration from the company’s original roots in “Chikara,” the Japanese word for power and energy, the new design puts the customer at the center of the Benihana experience by appealing to all the senses: taste, sight, sound, aroma, touch and energy. Highlights of the redesign include darkened ceilings and floors, theatrical lighting, bold reds, organic textures and graphics.

“We’ve anticipated the re-opening of our Cupertino restaurant with great excitement,” said Joel Schwartz, Chairman and CEO of Benihana. “We look forward to delighting guests with excellent food and great service that have defined our restaurants for 44 years.”

Benihana loyalists will enjoy the classic menu offerings including tender steaks, juicy chicken and succulent shrimp all prepared and served by entertaining chefs before guests seated at teppanyaki tables. The sushi menu offers delicious innovations and the sake menu highlights a great selection.

“We’re happy to have our doors open again to serve the Cupertino area,” said restaurant manager Ken Nakamoto.

It is open for lunch on weekdays and dinner seven days a week. The restaurant is located at 2074 Vallco Fashion Park in Cupertino. There is a sushi bar, lounge seating, and a total of 23 teppanyaki tables.

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In 2007, *Chain Store Age*, a leading industry magazine, recognized the new design with the restaurant chain award in the 25th annual Retail Store of the Year competition.

About Benihana

Benihana Inc. (NASDAQ: NMS: BNHN and BNHNA) operates 60 Benihana teppanyaki restaurants, nine Haru restaurants, and twenty 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.

Cupertino Restaurant Facts:

Address: 2074 Vallco Fashion Park
Cupertino, CA 95014

Phone: (408) 253-1221

Restaurant Manager: Ken Nakamoto

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