



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

Danny Jovic, 954-776-1999, ext. 226

[djovic@piersongrant.com](mailto:djovic@piersongrant.com)

Jane Grant, 954-776-1999, ext. 224

[jgrant@piersongrant.com](mailto:jgrant@piersongrant.com)

## **Dearborn Benihana Opens With Award-Winning Makeover**

**DEARBORN, Mich. (October 20, 2008)** – Benihana, the American leader in teppanyaki-style dining, has unveiled its new restaurant in Dearborn at Fairlane Town Center, adjacent to the original location. 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 new restaurant include darkened ceilings and floors, theatrical lighting, bold reds, organic textures and graphics.

“We are excited to be opening a beautiful new restaurant adjacent to where our original restaurant was located,” said Joel Schwartz, Chairman and CEO of Benihana. “We look forward to continuing to delight guests with excellent food and great service that have defined our Dearborn restaurant.”

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 Dearborn area,” said restaurant manager Arturo Ilagan.

It is open for lunch on weekdays and dinner seven days a week. The restaurant is located at 18601 Hubbard Drive in Dearborn. There is a sushi bar, lounge seating, and a total of 19 teppanyaki tables.

**- more -**

## **Dearborn Benihana Opening, page 2**

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

### **About Benihana**

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

### **Dearborn Restaurant Facts:**

Address: 18601 Hubbard Drive  
Dearborn, MI 48126

Phone: (313) 593-3200

Restaurant Manager: Arturo Ilagan

###