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Benihana Partners with Best Buddies and FIJI Water to Kick-off a Season of Giving

Miami, Fla., (November 2, 2009) – Benihana Inc., the nation’s largest chain of Japanese theme and sushi restaurants, is inviting guests to join their knife-wielding, entertaining chefs at their famous Teppanyaki tables to celebrate the season and give back. Throughout the month of November, Benihana will donate 100% of proceeds from the sale of bottled FIJI Water at all 76 U.S. restaurant locations to Best Buddies International, a nonprofit organization with a mission to change the lives of people with intellectual disabilities. Guests may also donate \$5 to Best Buddies by texting “BEST” to 501501 for a chance to win Benihana merchandise, gift cards or a trip for two to the biggest game of the season held in Miami, Florida.

“Guests come to Benihana to celebrate and enjoy good food and company,” said Richard C. Stockinger, chief executive officer, Benihana Inc. “We are delighted to partner with an organization like Best Buddies International that also fosters fun and friendship.”

“We are thrilled that Benihana and FIJI Water are supporting Best Buddies’ mission of providing friendships, jobs and leadership opportunities to people with intellectual and developmental disabilities and encouraging others to do the same,” said Anthony Kennedy Shriver, founder and chairman of Best Buddies International.

To find a restaurant location near you, please visit www.Benihana.com.

About Benihana

Benihana Inc. (NASDAQ GS: BNHN and BNHNA) is the nation’s leading operator of Japanese theme and sushi restaurants, with 64 Benihana, 25 RA Sushi and nine Haru restaurants. Famous for its entertaining chefs who present and prepare delicious Teppanyaki entrees at hibachi tables, as well as sushi and other Japanese favorites, Benihana introduced Japanese food to America in 1964. RA Sushi offers a subtly sexy and energetic experience with a hip ambience, and Haru is an urban, upscale sushi concept. In addition, twenty-two franchised Benihana restaurants operate in the U.S., Latin America and the Caribbean.

About Best Buddies International

Best Buddies® is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities. Founded in 1989 by Anthony Kennedy Shriver, Best Buddies is a vibrant

organization that has grown from one original chapter to more than 1,400 middle school, high school, and college campuses worldwide. Best Buddies programs engage participants in each of the 50 United States. We have accredited programs in 44 countries, with additional ones under active development. Our six formal programs – Best Buddies Middle Schools, High Schools, Colleges, Citizens, e-Buddies and Jobs – positively impact more than 400,000 individuals with and without intellectual disabilities annually. As a result of their involvement with Best Buddies, people with intellectual disabilities secure rewarding jobs, live on their own, and make lifelong friendships. For more information, please visit www.bestbuddies.org.

About FIJI Water

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the #1 premium bottled water in the United States and one of the fastest-growing brands worldwide. A product of one of the last virgin ecosystems on the planet, natural pressure forces FIJI Water out of its aquifer deep below the earth's surface and into iconic square bottles through a sealed delivery system free of human contact. FIJI Water's unique mineral profile lends to its refreshing taste and soft mouthfeel that have made it a favorite among top chefs and the winner of taste tests by *Chicago Magazine*, *Cook's Illustrated Buying Guide*, *Men's Health*, *Every Day with Rachael Ray* and others.

FIJI Water is widely available at fine restaurants and hotels, all major retail channels including grocery and convenience, and through an innovative home delivery program. Following the success of the flagship U.S. business, FIJI Water has expanded to Canada, Mexico, the Caribbean and Asia Pacific, where the brand's iconic square bottle is increasingly visible at leading on-premise and retail establishments.

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