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## **Newport Beach Benihana Reopens With Award-Winning Makeover**

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

**NEWPORT BEACH, Calif. (August 25, 2008)** – Benihana, the American leader in teppanyaki dining, has completed an award-winning makeover of its Newport Beach 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 are excited to be re-opening our Newport Beach restaurant,” 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 Newport Beach area,” said restaurant manager Toshiya Katsuyama.

It is open for lunch on weekdays and dinner seven days a week. The restaurant is located at 4250 Birch Street in Newport Beach. There is a sushi bar, lounge seating, and a total of 20 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 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.

### **Newport Beach Restaurant Facts:**

Address: 4250 Birch Street  
Newport Beach, CA 92660

Phone: (949) 955-0822

Restaurant Manager: Toshiya Katsuyama

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