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Raising The Bar: Schaumburg Benihana Debuts New Sushi Bar

SCHAUMBURG, Ill. (September 15, 2008) – Best known for its knife-wielding, steak flipping Japanese entertaining chefs, now Benihana’s star chefs’ sushi skills will be on full display at Benihana’s Schaumburg restaurant, located at 1200 E. Higgins Road. The recently renovated restaurant has added a new sushi bar where guest can relax and enjoy fresh innovations including the Benihana Roll, Dragon Roll, Spider Roll and Salmon Skin Roll.

“We’ve always offered our guests an evening of full entertainment,” said Restaurant Manager Grace Cheng. “But with our new sushi bar, we’re really on a roll. Now guests can see some of their favorite sushi dishes created right before their very eyes.”

To celebrate the debut of its new sushi bar, Benihana is offering an Endless Sushi Lovers special. Available for just \$26.95, guests can enjoy unlimited sushi with miso soup, Benihana salad, edamame and Japanese hot green tea.

Benihana is famous for bringing Japanese cuisine to mainstream America, with its theatrical performing chefs preparing and serving meals before guests at teppanyaki tables. Benihana also is often credited with popularizing sushi, one of the fastest-growing food trends in America.

For more information about Benihana, please visit www.benihana.com or call 847-995-8201.

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.

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