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Sixth Annual Benihana Children's Day Contest Raises \$50,000 to Support St. Jude Children's Research Hospital®

MIAMI, May 23, 2014 – Benihana Inc., the nation's leading operator of Japanese theme and sushi restaurants, will donate \$50,000 to St. Jude Children's Research Hospital®. The funds were raised by the 2014 "Children Helping Children" coloring contest, part of the Children's Day program that culminated May 5.

Throughout the month of April, children who visited any Benihana location nationwide were encouraged to draw a picture signifying what the theme "Children Helping Children" meant to them. For each entry form collected, Benihana donated \$1 to St. Jude Children's Research Hospital, the global leader in finding cures and saving children from cancer and other deadly diseases. Additionally, 100 percent of the purchase price for all of the Benihana Kabuki Kids meals served on Children's Day, May 5, went toward the total amount raised.

For the first time in the contest's history, parents could take a picture of their child's art and post it to Instagram with the hashtag #BeniKids or #ChildrensDay. To thank participants, Benihana selected California's Abigail Martinez from Instagram and one entrant from each restaurant to receive a complimentary dinner for eight people.

The total collected funds from Children's Day Kids Meals on May 5, and the coloring contest entries were presented during a special sushi-rolling event May 21 at St. Jude. As part of the celebration, children assembled their own vegetable roll and sushi dessert treats with assistance from top Benihana sushi chefs.

The 2014 Children Helping Children Coloring Contest was part of Benihana's broader initiative to celebrate Japanese heritage while supporting St. Jude Children's Research Hospital. To date, Benihana has raised more than \$210,000 for St. Jude.

For more information, visit www.benihana.com.

About Benihana

Headquartered in Miami, Benihana Inc. is the nation's leading operator of Japanese theme and sushi restaurants with 96 restaurants nationwide, including 64 Benihana restaurants, seven Haru sushi restaurants and 25 RA Sushi restaurants. In addition, 15 franchised Benihana restaurants are operating in the United States, Latin America and the Caribbean. To learn more about Benihana Inc. and its three restaurant concepts, please view the corporate video at www.benihana.com/about/video.

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