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BENIHANA, INC. CHOOSES CRONIN and COMPANY

Restaurant Icon Names Agency-of-Record

Glastonbury, Connecticut/April 8, 2008 – Benihana Inc. has named Glastonbury, Connecticut-based Cronin and Company, LLC, as its agency-of-record. The casual-dining icon has said it has brought in Cronin and Company to help move the company’s marketing to the next level to keep pace with its aggressive business goals.

“We chose Cronin and Company not just for their expertise and capabilities, but for their passion, effort, and creativity,” said Jeannie Means, Senior Director of Marketing for Benihana. “They demonstrated a deep understanding of our customer, they did an incredible amount of research to learn about our business and our brand, and they brought an impressive volume of ideas to the table, touching on every aspect of marketing communications.”

Cronin will be providing marketing communications support for all 60 corporate stores, including strategic planning, brand direction, advertising, digital services, search marketing and other online marketing and promotion, and sales promotion.

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“We’re very excited to be working with the nation’s largest chain of Japanese theme and sushi restaurants,” said Steve Wolfberg, president of Cronin and Company, LLC. “The Benihana brand is an American institution.”

About Benihana

Benihana Inc. (NASDAQ: NMS: BNHN and BNHNA) operates 60 Benihana teppanyaki restaurants, nine Haru restaurants, and 17 Ra Sushi restaurants. Under development at present are 16 restaurants: eight Benihana teppanyaki restaurants and eight RA Sushi restaurants. In addition, 18 franchised Benihana teppanyaki restaurants are operating in the U.S., Latin America and the Caribbean.

About Cronin and Company, LLC.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$68 million in capitalized billings. The agency’s integrated marketing communications capabilities include: advertising, public relations, direct marketing, digital, strategic planning, media, print and broadcast production, research and investor relations. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America and Direct Marketing Association. Additional information about Cronin is available online at www.cronin-co.com.

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