

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
February 04, 2004

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SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported):  
February 4, 2004

THE CHEESECAKE FACTORY INCORPORATED  
(Exact Name of Registrant as Specified in its Charter)

|   |                          |                                      |
|---|--------------------------|--------------------------------------|
| Delaware  | 0-20574                  | 51-0340466                           |
| (State or other jurisdiction<br>of incorporation) | (Commission File Number) | (IRS Employer<br>Identification No.) |

26950 Agoura Road  
Calabasas Hills, California 91301  
(Address of principal executive offices)

Registrant's telephone number, including area code:  
(818) 871-3000

Not Applicable  
(Former name or former address, if changed since last report)

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ITEM 7. Financial Statements and Exhibits.

(c) Exhibits.

Exhibit 99.1. Press Release dated February 4, 2004 titled "The  
Cheesecake Factory Reports Record Financial Results  
for the Fourth Quarter of Fiscal 2003."

ITEM 9. Regulation FD Disclosure.

In accordance with SEC Release No. 33-8216, the following information,  
intended to be furnished under "Item 12. Results of Operations and Financial  
Condition," is instead furnished under this "Item 9. Regulation FD Disclosure."

On February 4, 2004, The Cheesecake Factory Incorporated issued a press  
release announcing financial results for the fiscal fourth quarter ended

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December 30, 2003. A copy of the press release is attached as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: February 4, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ GERALD W. DEITCHLE

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Gerald W. Deitchle  
President

EXHIBIT INDEX

| Exhibit | Description  |
|---------|--|
| -----   | -----  |
| 99.1    | Press Release dated February 4, 2004 titled "The Cheesecake Factory Reports Record Financial Results for the Fourth Quarter of Fiscal 2003." |