

CHEESECAKE FACTORY INCORPORATED
Form 8-K
July 20, 2004

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SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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):
July 20, 2004

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

Delaware	0-20574	51-0340466
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer 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 July 20, 2004 titled "The
Cheesecake Factory Reports Record Financial Results
for the Second Quarter Ended June 29, 2004".

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 July 20, 2004, The Cheesecake Factory Incorporated issued a press

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release announcing financial results for the fiscal second quarter ended June 29, 2004. A copy of the press release is attached as Exhibit 99.1.

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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: July 20, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

Michael J. Dixon
Senior Vice President and Chief Financial
Officer

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EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated July 20, 2004 titled "The Cheesecake Factory Reports Record Financial Results for the Second Quarter Ended June 29, 2004."

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