

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
July 13, 2005

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**UNITED STATES  
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):  
July 12, 2005**

**THE CHEESECAKE FACTORY INCORPORATED**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or other jurisdiction of incorporation)

**0-20574**  
(Commission File Number)

**51-0340466**  
(IRS Employer Identification No.)

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

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

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**SECTION 7 REGULATION FD**

**ITEM 7.01 REGULATION FD DISCLOSURE**

On July 12, 2005, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its second quarter investor conference call on the Internet at 2:00 p.m. Pacific Time on July 19, 2005. A copy of the press release is attached as Exhibit 99.1.

**SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.1 FINANCIAL STATEMENTS AND EXHIBITS**

(c) Exhibits

- 99.1 Press release dated July 19, 2005 entitled The Cheesecake Factory To Broadcast Second Quarter Earnings Conference Call on the Internet .



**EXHIBIT INDEX**

| <b>Exhibit</b> | <b>Description</b>   |
|----------------|--|
| 99.1           | Press Release dated July 12, 2005 entitled The Cheesecake Factory To Broadcast Second Quarter Earnings Conference Call on the Internet . |