

CHEESECAKE FACTORY INCORPORATED
Form 8-K
November 28, 2006

**UNITED STATES
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):

November 27, 2006

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.)

26901 Malibu Hills 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)

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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):

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
 - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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SECTION 8 OTHER EVENTS

ITEM 8.01 OTHER EVENTS

In a press release dated November 27, 2006, The Cheesecake Factory Incorporated announced that it will release second and third quarter fiscal 2006 financial results after the market close on Thursday, November 30, 2006. The Company will hold a conference call the same day, hosted by David Overton, Chairman and CEO, and Michael Dixon, Senior Vice President and CFO, at 2:00 p.m. Pacific Time, which will be broadcast live over the Internet.

A live webcast of the conference call will be available at the Company's website at *thecheesecakefactory.com*. Listeners should go to the website at least 15 minutes prior to the call to register and download any necessary audio software, click on the Investors link on the home page, and select the links for Financial Information and Webcasts. An archive of the webcast will be available shortly after the call and continue through December 29, 2006.

The full text of the press release is attached as Exhibit 99.1 to this report and is hereby incorporated by reference herein.

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SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99.1 **Press release dated November 27, 2006
entitled, The Cheesecake Factory to Webcast Second
and Third Quarter Fiscal 2006 Earnings Conference
Call on November 30, 2006**

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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: November 27, 2006

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 November 27, 2006 entitled, The Cheesecake Factory to Webcast Second and Third Quarter Fiscal 2006 Earnings Conference Call on November 30, 2006 |

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