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CHEESECAKE FACTORY INCORPORATED

Form 8-K

March 19, 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):
March 19, 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 5. OTHER EVENTS

On March 19, 2004, The Cheesecake Factory Incorporated issued a press release entitled "The Cheesecake Factory to Present at Banc of America Securities Conference." 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

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Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: March 19, 2004 THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

Michael J. Dixon
Senior Vice President and Chief Accounting
Officer

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EXHIBIT INDEX

| Exhibit | Description |
|---------|---|
| ----- | ----- |
| 99.1 | Press Release dated March 19, 2004 entitled "The Cheesecake to Present at Banc of America Securities Conference." |

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