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On January 25, 2005, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its fourth quarter investor conference call on the Internet at 2:00 p.m. Pacific Time on February 8, 2005. A copy of the press release is attached as Exhibit 99.1.

SECTION 9 -- FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

99.1 Press release dated January 25, 2005 entitled "The Cheesecake Factory To Broadcast Fourth Quarter and Fiscal 2004 Earnings Conference Call on the Internet".

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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: January 25, 2005

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

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Exhibit	Description
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