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CHEESECAKE FACTORY INCORPORATED

Form 8-K

February 18, 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):
February 17, 2004

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

Delaware 0-20574 51-0340466
(State or other (Commission File Number) (IRS Employer Identification No.)
jurisdiction
of incorporation)

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 February 17, 2004, The Cheesecake Factory Incorporated issued a press release entitled "The Cheesecake Factory Opens in Cincinnati, Ohio; Management to Present at Bear Stearns 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 Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: February 17, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ GERALD W. DEITCHLE

Gerald W. Deitchle
President

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EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated February 17, 2004 entitled "The Cheesecake Factory Opens in Cincinnati, Ohio; Management to Present at Bear Stearns Conference."

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