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SECTION 7 - REGULATION FD

ITEM 7.01 REGULATION FD DISCLOSURE

On September 29, 2004, The Cheesecake Factory Incorporated issued a press release announcing that Company management will present at the RBC Capital Markets Consumer Conference. A copy of the press release is attached as Exhibit 99.1.

SECTION 8 - OTHER EVENTS

ITEM 8.01 OTHER EVENTS

On September 29, 2004, The Cheesecake Factory Incorporated announced the opening of two new restaurants. A copy of the press release is attached as Exhibit 99.1.

SECTION 9.0 - FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.1 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

99.1 Press release dated September 29, 2004 entitled "The Cheesecake Factory Announces New Restaurant Openings; Management to Present at the RBC Capital Markets Consumer Conference".

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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: September 29, 2004 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
99.1	Press Release dated September 29, 2004 entitled "The Cheesecake Factory Announces New Restaurant Openings; Management to Present at the RBC Capital Markets Consumer Conference".