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SECTION 7 - REGULATION FD

ITEM 7.01 REGULATION FD DISCLOSURE

On November 3, 2004, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its Investor Day presentations on the Internet at 8:00 a.m. Pacific Time on November 10, 2004. 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 November 3, 2004 entitled "The Cheesecake Factory to Broadcast Investor Day Presentations 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: November 3, 2004 THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and Chief Financial Officer

EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated November 3, 2004 entitled "The Cheesecake Factory to Broadcast Investor Day Presentations on the Internet".

