

CHEESECAKE FACTORY INC  
Form 8-K  
November 17, 2008

**UNITED STATES**

**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):**

**November 12, 2008**

**THE CHEESECAKE FACTORY INCORPORATED**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or other jurisdiction of  
incorporation)

**0-20574**  
(Commission File Number)

**51-0340466**  
(IRS Employer Identification No.)

**26901 Malibu Hills Road**

**Calabasas Hills, California 91301**

(Address of principal executive offices) (Zip Code)

Edgar Filing: CHEESECAKE FACTORY INC - Form 8-K

Registrant's telephone number, including area code:

**(818) 871-3000**

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
  - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

**ITEM 8 OTHER EVENTS**

**ITEM 8.01 OTHER EVENTS**

In a press release dated November 12, 2008, The Cheesecake Factory Incorporated announced that it will present at the Morgan Stanley Global Consumer & Retail Conference in New York City on November 19, 2008 at 9:45 a.m. Eastern Time. David Overton, Chairman and CEO, and Matthew Clark, Vice President of Strategic Planning, will present on behalf of the Company.

The presentation will be webcast on the Company's website at *thecheesecakefactory.com* and can be accessed by clicking on the Investors link from the home page and the webcast link at the top of the page. An archive of the webcast will be available following the live presentation.

The full text of the press release is attached as Exhibit 99.1 to this report and is hereby incorporated by reference herein.

In a press release dated November 17, 2008, The Cheesecake Factory Incorporated announced its extended charitable giving efforts.

The full text of the press release is attached as Exhibit 99.2 to this report and is hereby incorporated by reference herein.

**SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

**99.1 Press release dated November 12, 2008 entitled,  
The Cheesecake Factory to Present at the Morgan  
Stanley Global Consumer & Retail Conference**

99.2 Press release dated November 17, 2008 entitled, Tis the Season for Sharing: The Cheesecake Factory Extends  
Longtime Charitable Efforts

**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 17, 2008

THE CHEESECAKE FACTORY INCORPORATED

By:

/s/ CHERYL M. SLOMANN  
Cheryl M. Slomann  
Interim Chief Financial Officer and Vice President,  
Controller

**EXHIBIT INDEX**

| <b>Exhibit</b> | <b>Description</b>  |
|----------------|---|
| 99.1           | Press release dated November 12, 2008 entitled, The Cheesecake Factory to Present at the Morgan Stanley Global Consumer & Retail Conference           |
| 99.2           | Press release dated November 17, 2008 entitled, <b>Tis the Season for Sharing:<br/>The Cheesecake Factory Extends Longtime<br/>Charitable Efforts</b> |