

CHEESECAKE FACTORY INCORPORATED
Form 8-K
July 13, 2005

**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):
July 12, 2005**

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.)

**26950 Agoura Road
Calabasas Hills, California 91301**
(Address of principal executive offices) (Zip Code)

**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):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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SECTION 7 REGULATION FD

ITEM 7.01 REGULATION FD DISCLOSURE

On July 12, 2005, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its second quarter investor conference call on the Internet at 2:00 p.m. Pacific Time on July 19, 2005. A copy of the press release is attached as Exhibit 99.1.

SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.1 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

- 99.1 Press release dated July 19, 2005 entitled The Cheesecake Factory To Broadcast Second Quarter Earnings Conference Call on the Internet .

EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated July 12, 2005 entitled The Cheesecake Factory To Broadcast Second Quarter Earnings Conference Call on the Internet .