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ITEM 8.01 OTHER EVENTS

On November 16, 2004, The Cheesecake Factory Incorporated announced the opening of its newest restaurant in Brea, California. 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 November 16, 2004 entitled "The Cheesecake Factory Opens in Brea, California".

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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 16, 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

| Exhibit | Description |
|---------------|---|
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