

CHEESECAKE FACTORY INC  
Form 8-K  
April 11, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**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):

**April 11, 2012**

**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)

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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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**ITEM 8.01**

**OTHER EVENTS**

In a press release dated April 11, 2012, The Cheesecake Factory Incorporated (the "Company") announced it will release first quarter fiscal 2012 financial results after the market close on Wednesday, April 25, 2012. The Company will hold a conference call to discuss its results on the same day beginning at 2:00 p.m. Pacific Time, which will be broadcast live over the Internet.

To listen to the conference call, please go to the Company's website at [www.thecheesecakefactory.com](http://www.thecheesecakefactory.com) at least 15 minutes prior to the call to register and download any necessary audio software. Click on the "Investors" link on the home page, and select the link for the "Q1 2012 Earnings Conference Call" at the top of the page. An archive of the webcast will be available shortly after the call and continue through May 25, 2012.

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

**ITEM 9.01**

**FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1 Press release dated April 11, 2012 entitled "The Cheesecake Factory to Webcast First Quarter Fiscal 2012 Earnings Conference Call on April 25, 2012"

**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: April 11, 2012

THE CHEESECAKE FACTORY INCORPORATED

By: */s/ Cheryl M. Slomann*  
Cheryl M. Slomann  
Vice President and Chief Accounting Officer

**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description</b>
99.1	Press release dated April 11, 2012 entitled The Cheesecake Factory to Webcast First Quarter Fiscal 2012 Earnings Conference Call on April 25, 2012