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Securities Investment Conference". 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 September 8, 2004.

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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: September 8, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and  
Chief Financial Officer

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EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated September 8, 2004 entitled "The Cheesecake Factory To Present at the Banc of America Securities Investment Conference".

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