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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: February 17, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ GERALD W. DEITCHLE

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Gerald W. Deitchle  
President

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EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated February 17, 2004 entitled "The Cheesecake Factory Opens in Cincinnati, Ohio; Management to Present at Bear Stearns Conference."

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