

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
March 30, 2004

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**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):  
**March 30, 2004**

**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)

Registrant's telephone number, including area code:  
**(818) 871-3000**

**Not Applicable**  
(Former name or former address, if changed since last report)

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**ITEM 5. OTHER EVENTS**

On March 16, 2004, the Board of Directors of the Company approved an Amended and Restated Code of Ethics for Executive Officers, Senior Financial Officers and Directors. A copy of the amended Code of Ethics is attached as Exhibit 99.1.

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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: March 30, 2004

THE CHEESECAKE FACTORY INCORPORATED

SIGNATURES

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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99.1

Amended and Restated Code of Ethics for Executive Officers, Senior Financial Officers and Directors

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