

CORPORATE AND STOCKHOLDER INFORMATION

BOARD OF DIRECTORS

David Overton
*Chairman of the Board
and Chief Executive Officer
The Cheesecake Factory Incorporated*

Thomas L. Gregory
Consultant

Jerome I. Kransdorf
*President
JaK Direct*

Karl L. Matthies
*President
Bellagio Partners*

Wayne H. White
Consultant

EXECUTIVE OFFICERS

David Overton
Chief Executive Officer

Gerald W. Deitchle
President

Peter J. D'Amelio
*President and Chief Operating Officer
Restaurant Division*

Max S. Byfuglin
*Executive Vice President
Bakery Division*

Debby R. Zurzolo
*Executive Vice President, General Counsel
and Secretary*

Michael J. Dixon
*Senior Vice President – Finance
and Chief Financial Officer*

OPERATING AND STAFF OFFICERS

Mark C. Pratte
*Executive Vice President – Restaurant
Kitchen Operations*

Keith T. Carango
Senior Vice President – Bakery Operations

Edwin T. Eynon
Senior Vice President – Human Resources

Howard R. Gordon
*Senior Vice President – Public Relations
and Marketing*

Russell Greene
*Senior Vice President – Beverage
and Bakery Operations*

Brian MacKellar
*Senior Vice President – Restaurant
Development*

Ronald S. McArthur
Senior Vice President – Purchasing

Lisa A. McDowell
*Senior Vice President – New Restaurant
Openings and Operations*

Jack K. Belk Sr.
Regional Vice President – Restaurant Operations

Wayne L. Jones
Regional Vice President – Restaurant Operations

Jennifer G. Bispo
Vice President – Staff Relations

Anthony R. Gressak Jr.
Vice President – Bakery Distributor Sales

Bill Lyons
*Vice President – Business Planning
and Systems Development*

Philip Mardirossian
Vice President – Bakery Marketing

Richard A. McCormack
Vice President – Restaurant Design

Kix McGinnis Nystrom
Vice President – Kitchen Operations Support

Robert Okura
*Vice President – Culinary Development
and Corporate Executive Chef*

Chris M. Radovan
*Vice President – Bakery Research
and Development*

Richard L. Smith
Vice President and Chief Information Officer

Richard B. Vaughn
Vice President – Restaurant Construction

Charles Wensing
Vice President – Performance Development

LEGAL COUNSEL

Buchalter, Nemer, Fields & Younger
Los Angeles, California

REGISTRAR AND TRANSFER AGENT

U.S. Stock Transfer Corporation
1745 Gardena Avenue
Glendale, California 91204
(818) 502-1404 / (800) 835-8778

INDEPENDENT ACCOUNTANTS

PricewaterhouseCoopers LLP
Los Angeles, California

INQUIRIES

Communications concerning stock transfer requirements, lost certificates and changes to address should be directed to the Transfer Agent. Other stockholder or investor inquiries should be directed to:

Jane Vallaire
*Director, Investor Relations and Assistant Secretary
The Cheesecake Factory Incorporated
26950 Agoura Road
Calabasas Hills, California 91301
(818) 871-3000*

COMMON STOCK TRADING

The Company's stock began trading on the Nasdaq Stock Market® on September 17, 1992 under the symbol CAKE at the initial public offering price of \$3.95 (adjusted for four three-for-two stock splits in March 1994, April 1998, June 2000 and June 2001). The Company completed follow-on public offerings of common stock in January 1994 and November 1997. The market price of the Company's common stock has not closed below \$3.95 and has closed as high as \$44.69 through December 30, 2003. There were approximately 755 stockholders of record and 20,705 beneficial stockholders as of March 3, 2004.

WORLD WIDE WEB ADDRESS

www.thecheesecakefactory.com
Corporate, product, financial and stockholder information, including press releases and quarterly earnings announcements, are available at The Cheesecake Factory Incorporated's World Wide Web site.