

CHEESECAKE FACTORY INC  
Form 8-K  
August 16, 2012

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

Washington, D.C. 20549

---

**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):

**August 16, 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)

Edgar Filing: CHEESECAKE FACTORY INC - Form 8-K

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))
-

**ITEM 8.01      OTHER EVENTS**

In a press release dated August 16, 2012, The Cheesecake Factory Incorporated announced the opening of the first international The Cheesecake Factory restaurant location in Dubai, United Arab Emirates, under a license agreement with Alshaya Trading Co., W.L.L. A copy of the press release is furnished herewith as Exhibit 99.1.

**ITEM 9.01      FINANCIAL STATEMENTS AND EXHIBITS**

(d)      Exhibits

99.1              Press release dated August 16, 2012 entitled "The Cheesecake Factory's First International Location Opens in Dubai in Partnership with Alshaya"

**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: August 16, 2012

THE CHEESECAKE FACTORY INCORPORATED

By:

/s/ Debby Zurzolo  
Debby Zurzolo  
Executive Vice President, General Counsel and  
Secretary

**EXHIBIT INDEX**

| <b>Exhibit</b> | <b>Description</b>  |
|----------------|---|
| 99.1           | Press release dated August 16, 2012 entitled The Cheesecake Factory's First International Location Opens in Dubai in Partnership with Alshaya |