



The Cheesecake Factory Announces Organizational Change

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The Cheesecake Factory Incorporated (NASDAQ:CAKE) today announced that Michael Dixon, Senior Vice President and Chief Financial Officer resigned his position, effective July 23, 2008.

The Board of Directors appointed Cheryl Slomann as interim Chief Financial Officer, also effective July 23, 2008. Ms. Slomann has served as the Company's Vice President and Controller since April 2004 and as the Company's Chief Accounting Officer since February 2005. Mr. Dixon will be available to the Company as a financial consultant during an interim period to assist with the transition.

'Mike has been a strong contributor to The Cheesecake Factory during his eight-year tenure with us,' said David Overton, Chairman and CEO. 'He has helped guide the Company during an incredible period of growth and developed a solid accounting and finance infrastructure to support our operations. We thank Mike for his contributions and appreciate his continuing availability in a consulting capacity.'

'We have absolute confidence that Cheryl will lead this transition smoothly. As our Chief Accounting Officer for the past three years, Cheryl has the experience and leadership capabilities to assume Mike's responsibilities while we conduct a search for a permanent replacement,' concluded Overton.

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