THE CHEESECAKE FACTORY MAKES HOLIDAY SHOPPING A LITTLE SWEETER WITH SPECIAL GIFT CARD OFFER

Holiday Gift Card Offer Available Online Beginning November 12 and in Restaurants Beginning Black Friday, November 27

CALABASAS HILLS, Calif., November 12, 2026 – The Cheesecake Factory® (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is kicking off the holiday season with a sweet gift card offer available online beginning today, Thursday, November 12 through the end of the year: For every $50 worth of gift cards purchased online, guests will receive a $15 bonus card redeemable from January 1 through February 28, 2027.* This same offer will also be available at all of The Cheesecake Factory restaurants nationwide beginning Black Friday, November 27, through the end of the year.*

With an extensive menu of more than 250 dishes – freshly prepared and from scratch – and more than 30 legendary cheesecakes including the fan-favorite, seasonal Pumpkin and Pumpkin Pecan Cheesecakes, The Cheesecake Factory gift cards and bonus cards are the perfect gift to give to anyone on your holiday list – or to keep for yourself. Use them when dining in or enjoying an order for pick-up or curbside to-go online from https://www.thecheesecakefactory.com or through The Cheesecake Factory's app available on the App Store and Google Play.

For more information about The Cheesecake Factory, please visit
www.TheCheesecakeFactory.com
Find us on Facebook at *www.facebook.com/TheCheesecakeFactory*
Follow us on Instagram at *www.instagram.com/cheesecakefactory*
Follow us on TikTok at *www.tiktok.com/@thecheesecakefactory*

*Terms and Conditions:
Subject to availability, purchaser will receive one $15.00 Bonus Card for every $50.00 worth of The Cheesecake Factory gift cards purchased online in a single transaction from 11/12/2026 through 12/31/2026 at https://www.thecheesecakefactory.com/gift-cards, or purchased from any The Cheesecake Factory restaurant located in the United States in a single transaction from 11/27/2026 through 12/31/2026. Bonus Cards may be used beginning 01/01/2027 and expire 02/28/2027 (end of business day). Promotion may be terminated at any time. Bonus Cards may not be used in conjunction with any other discount or offer. Bonus Cards may not be used for gratuities, third-party delivery or to pay for alcoholic beverages and are non-refundable and have no cash value. Full terms and conditions, including additional restrictions on the use of Bonus Cards, are available at https://www.thecheesecakefactory.com/gift-cards.

About The Cheesecake Factory Incorporated

The Cheesecake Factory is a leader in experiential dining. We are culinary forward and relentlessly focused on hospitality. Delicious, memorable experiences created by passionate people – this defines who we are and where we are going. We currently own and operate 385 restaurants throughout the United States and Canada under brands including The Cheesecake Factory®, North Italia®, Flower Child® and a collection of other FRC brands. Internationally, 35 The Cheesecake Factory® restaurants operate under licensing agreements. Our bakery division operates two facilities that produce quality cheesecakes and other baked products for our restaurants, international licensees and third-party bakery customers. In 2026, we were named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the thirteenth consecutive year. To learn more, visit www.thecheesecakefactory.com, www.northitalia.com, www.iamaflowerchild.com and www.foxrc.com.

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