



**THE CHEESECAKE FACTORY AND ITS CHARITABLE FOUNDATION SERVE
THOSE IN NEED AT 17TH ANNUAL THANKSGIVING DAY FEAST AT
SALVATION ARMY LOCATIONS NATIONWIDE**

*Thousands of The Cheesecake Factory Staff Members Come Together to Prepare Sit-Down
Meals for Low-Income Individuals and Families Across the Country*

CALABASAS HILLS, Calif., November 19, 2018 – In the spirit of giving, more than 3,000 staff members from [The Cheesecake Factory](#) (NASDAQ: CAKE) will volunteer to prepare and serve its 17th annual Thanksgiving Day Feast at 13 Salvation Army locations around the United States on Thanksgiving Day.

The full-service, sit down feast will be provided to more than 6,000 low-income individuals and children, who will get to enjoy freshly roasted turkey with all the trimmings and The Cheesecake Factory's legendary seasonal [Pumpkin Cheesecake](#). The festivities will also feature a Thanksgiving arts & crafts table where children and their families will create fall-inspired headbands and gratitude pie spinners with their own personal messages of thankfulness, and color Thanksgiving themed pages.

“We are honored to be serving our 17th annual Thanksgiving Day Feast providing a hot Thanksgiving meal to those in need,” said David Overton, Founder and CEO of The Cheesecake Factory Incorporated. “We are thankful for our staff members who so generously donate their time every year to create this very special event.”

The Thanksgiving Day Feast is sponsored by The Cheesecake Factory Oscar and Evelyn Overton Charitable Foundation and will be held at select Salvation Army locations in Anaheim, Atlanta, Boston, Chicago, Dallas, Ft. Lauderdale, Houston, Long Island, Los Angeles, Miami, Phoenix, San Francisco, and Washington, D.C.

The annual event is one of many hunger-relief initiatives The Cheesecake Factory supports in its local communities. The company also participates in a nationwide Harvest Food Donation Program in which surplus fresh food from its restaurants is regularly donated to local food rescue operations for distribution to soup kitchens and shelters. Since the program's inception in 2007, The Cheesecake Factory has donated more than 4.8 million pounds of food.

Additionally, The Cheesecake Factory has donated more than \$4.3 million since 2008 to Feeding America®, the nation's largest domestic hunger-relief organization. The company's staff members also have donated more than 1.5 million pounds of peanut butter to Feeding America member food banks in the company's annual Peanut Butter Drive during September's Hunger Action Month.

To follow the Thanksgiving Day Feast on social media, please search using the hashtag “#CAKEGiveBack.”

For more information about The Cheesecake Factory, please visit

www.TheCheesecakeFactory.com

Fan us on Facebook at www.facebook.com/TheCheesecakeFactory

Follow us on Twitter at www.twitter.com/cheesecake

Follow us on Instagram at www.instagram.com/cheesecakefactory

About The Cheesecake Factory Incorporated

The Cheesecake Factory Incorporated created the upscale casual dining segment in 1978 with the introduction of its namesake concept. The Company, through its subsidiaries, owns and operates 215 full-service, casual dining restaurants throughout the U.S.A., including Puerto Rico, and Canada, comprised of 199 restaurants under The Cheesecake Factory® mark; 14 restaurants under the Grand Lux Cafe® mark; and two restaurants under the RockSugar Southeast Asian Kitchen® mark. Internationally, 21 The Cheesecake Factory® restaurants operate under licensing agreements. The Company's bakery division operates two bakery production facilities, in Calabasas Hills, CA and Rocky Mount, NC, that produce quality cheesecakes and other baked products for its restaurants, international licensees and third-party bakery customers. In 2018 the Company was named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the fifth consecutive year. To learn more about the Company, visit www.thecheesecakefactory.com.

FORTUNE and FORTUNE 100 Best Companies to Work For® are registered trademarks of Time Inc. and are used under license. From FORTUNE Magazine, March 1, 2018 ©2018 Time Inc. Used under license. FORTUNE and Time Inc. are not affiliated with, and do not endorse products or services of, The Cheesecake Factory Incorporated.

###

MEDIA CONTACT

Berk Communications

Hannah Gray / Gabrielle Gaines

213-486-6546 / 646-308-2396

cheesecake@berkcommunications.com