



**THE CHEESECAKE FACTORY CELEBRATES MOM  
WITH SPECIAL ONLINE GIFT CARD OFFER**

*Receive a \$10 Bonus Card for every \$50 in Gift Cards Purchased Online Now  
through Mother's Day*

**CALABASAS HILLS, Calif., April 28, 2025** – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is making Mother's Day shopping sweeter and easier with a special online gift card offer: For every \$50 in Gift Cards [purchased online](#) in a single transaction from Monday, April 28, 2025 through Mother's Day, Sunday, May 11, 2025, guests will receive a complimentary \$10 Bonus Card redeemable May 12, 2025 through June 4, 2025\*.

With an extensive menu of more than 250 dishes – [including more than 20 new items](#) – freshly prepared and from scratch – and more than 30 legendary cheesecakes, The Cheesecake Factory Gift Cards and Bonus Cards are the perfect gifts for mom and anyone on your gift list (including self-gifting.) Use them when dining in or ordering pickup or curbside to-go online from <https://www.thecheesecakefactory.com>.

For more information about The Cheesecake Factory, please visit

[www.TheCheesecakeFactory.com](http://www.TheCheesecakeFactory.com)

Find us on Facebook at [www.facebook.com/TheCheesecakeFactory](http://www.facebook.com/TheCheesecakeFactory)

Follow us on X at [www.x.com/cheesecake](http://www.x.com/cheesecake)

Follow us on Instagram at [www.instagram.com/cheesecakefactory](http://www.instagram.com/cheesecakefactory)

Follow us on TikTok at [www.tiktok.com/@thecheesecakefactory](http://www.tiktok.com/@thecheesecakefactory)

**\*Terms and Conditions:**

- Subject to availability, purchaser will receive one \$10.00 Bonus Card for every \$50.00 worth of The Cheesecake Factory gift cards purchased online in a single transaction from 04/28/2025 through 05/11/2025 at <https://www.thecheesecakefactory.com/gift-cards>. Bonus Cards may be used beginning 05/12/2025 and expire 06/04/2025 (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. Full terms and conditions, including additional restrictions on the use of Bonus Cards, are available at <https://www.thecheesecakefactory.com/gift-card-offer>.

**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 357 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, 33 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 2025, we were named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the twelfth consecutive year. To learn more, visit [www.thecheesecakefactory.com](http://www.thecheesecakefactory.com), [www.northitalia.com](http://www.northitalia.com), [www.iamaflowerchild.com](http://www.iamaflowerchild.com) and [www.foxrc.com](http://www.foxrc.com).

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