



**THE CHEESECAKE FACTORY CELEBRATES DADS AND GRADS
WITH A SPECIAL ONLINE GIFT CARD OFFER**

Receive a \$20 Bonus Card for every \$100 in Gift Cards Purchased Online Now through June 27

CALABASAS HILLS, Calif., June 5, 2025 – The Cheesecake Factory® (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is making shopping for Dads and Grads sweeter and easier this year with a special online gift card offer: For every \$100 in Gift Cards **purchased online** in a single transaction from Thursday, June 5, 2025 through Friday, June 27, 2025, guests will receive a complimentary \$20 Bonus Card redeemable June 28, 2025 through July 25, 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, every dad and grad on your gift list is sure to love a Gift Card from The Cheesecake Factory. Gift Cards and Bonus Cards can be redeemed 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

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Follow us on X at www.x.com/cheesecake

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 \$20.00 Bonus Card for every \$100.00 worth of The Cheesecake Factory gift cards purchased online in a single transaction from 06/05/2025 through 06/27/2025 at <https://www.thecheesecakefactory.com/gift-cards>. Bonus Cards may be used beginning 06/28/2025 and expire 07/25/2025 (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 360 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, www.northitalia.com, www.iamaflowerchild.com and www.foxrc.com.

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