



**THE CHEESECAKE FACTORY ANNOUNCES ONLINE BACK TO SCHOOL
GIFT CARD OFFER EXCLUSIVELY FOR CHEESECAKE REWARDS MEMBERS**

*Cheesecake Rewards® Members will Receive a \$10 Dining Credit for Every \$50 Gift Card
Purchased Online Through Their Cheesecake Rewards Account Now Through
Labor Day, September 1*

CALABASAS HILLS, Calif., August 04, 2025 – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is making the start of the school year a little sweeter for Cheesecake Rewards members and giving guests another reason to join the program with an exclusive Back to School Gift Card Offer. Now through Labor Day, Monday, September 1, 2025, for every \$50 in Gift Cards purchased online through their [Cheesecake Rewards](#) account, rewards members will receive a \$10 Dining Credit redeemable for dine-in (only) from September 2 through September 30, 2025*. To purchase a gift card during this promotion, Cheesecake Rewards members must simply log-in to their [rewards account](#) to access the Back to School Gift Card Offer link.

Cheesecake Rewards is The Cheesecake Factory's exciting rewards program that is available nationwide. The program is free to join and provides members with access to online reservations, a complimentary slice of cheesecake for their birthday**, and personalized surprises throughout the year. Members also get exclusive access to offers and rewards – like this Back to School Gift Card Offer. Guests who sign up for [Cheesecake Rewards](#) by September 1 will have access to this offer.

***Terms and Conditions:**

Cheesecake Rewards® Members ("Members") will receive one \$10.00 dining credit for every \$50.00 worth of Gift Cards purchased online through their Cheesecake Rewards account in a single transaction from 08/04/2025 through 09/01/2025. To qualify for this promotion, Cheesecake Rewards® Members must access this promotion from their Cheesecake Rewards® account dashboard and provide their Rewards Number (i.e. registered mobile phone number) in the designated box when making any such purchase. This promotion will not be available by accessing The Cheesecake Factory® main website gift card page, as it is an exclusive offer to Cheesecake Rewards® Members.

\$10.00 dining credit may only be used for one purchase transaction and may not be used for purchases of alcohol or gift cards, or for tax, or gratuity. If \$10 dining credit is applied to a purchase of less than \$10.00, Member will receive a dining credit only for the amount of such purchase. \$10 dining credit will appear in Members' Cheesecake Rewards® account on 09/02/2025. \$10 dining credits may only be redeemed when dining at a The Cheesecake Factory restaurant in the United States (including Puerto Rico) from 09/02/2025 through 09/30/2025. Dining credits expire 09/30/2025, end of business day.

Offer valid in the US only. All items subject to availability. No cash value. Non-transferable. Members may redeem multiple \$10 dining credits on the same check. \$10 dining credits may not otherwise be combined with any other offer.

Full terms and conditions, including additional restrictions on the use of \$10 dining credits, are available at www.thecheesecakefactory.com/back-to-school-offer.

****The Cheesecake Rewards® Birthday Slice.** Members will receive a reward for each of their birthdays, redeemable at any The Cheesecake Factory located within the United States (including Puerto Rico), for one (1) free slice of cheesecake or layer cake, with any purchase of food or beverage (excluding gift cards). Terms and conditions are subject to change. The current terms and conditions are available <https://www.thecheesecakefactory.com/rewards-terms-and-conditions>. Additional terms and conditions may be provided upon issuance of each reward.

For more information about The Cheesecake Factory, please visit www.TheCheesecakeFactory.com
Find us on Facebook at www.facebook.com/TheCheesecakeFactory
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

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 363 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, 34 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.

From Fortune. ©2025 Fortune Media IP Limited. All rights reserved. Used under license. Fortune® and Fortune 100 Best Companies to Work For® are registered trademarks of Fortune Media IP Limited and are used under license. Fortune and Fortune Media IP Limited are not affiliated with, and do not endorse products or services of, The Cheesecake Factory Incorporated.

###

MEDIA CONTACT

Berk Communications
Brooke Levine / Alexandra Seibt
732-735-5982 / 440-413-6606
cheesecake@berkcommunications.com