



**THE CHEESECAKE FACTORY ANNOUNCES ONLINE WINTER REWARDS
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 February 18*

CALABASAS HILLS, Calif., January 23, 2025 – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is making winter a little sweeter for Cheesecake Rewards members and giving guests another reason to join the program with its Winter Rewards Gift Card Offer. Now through February 18, 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 February 19, 2025 through March 31, 2025*. To purchase a gift card during this promotion, Cheesecake Rewards members must simply log-in to their [rewards account](#) to access the Winter Rewards 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, and a complimentary slice of cheesecake for their birthday. Members also get exclusive access to offers and rewards throughout the year – like this gift card offer. Guests who sign up for [Cheesecake Rewards](#) by February 18 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 01/22/2025 through 02/18/2025. 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 2/19/2025. \$10 dining credits may only be redeemed when dining at a The Cheesecake Factory restaurant in the United States (including Puerto Rico) from 02/19/2025 through 03/31/2025. Dining credits expire 03/31/2025, 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/winter-rewards-gift-card-offer.

For more information about The Cheesecake Factory, please visit

www.TheCheesecakeFactory.com

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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 348 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 2024, we were named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the eleventh consecutive year. To learn more, visit www.thecheesecakefactory.com, www.northitalia.com, www.iamaflowerchild.com and www.foxrc.com.

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