



**THE CHEESECAKE FACTORY CELEBRATES MOMS
WITH SWEET GIFT CARD OFFER ONLINE**

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

CALABASAS HILLS, Calif., April 27, 2026 – [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 27, 2026 through Mother's Day, Sunday, May 10, 2026, guests will receive a complimentary \$10 Bonus Card redeemable May 11, 2026 through June 3, 2026*.

With an extensive menu of more than 250 dishes – [including 20 recently introduced Bites and Bowls](#) – 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 yourself.) Use them when dining in or ordering pickup online from <https://www.thecheesecakefactory.com> or through The Cheesecake Factory's app now available on the [App Store](#) and [Google Play](#).

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

***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 04/27/2026 through 05/10/2026 at <https://www.thecheesecakefactory.com/gift-cards>. Bonus Cards may be used beginning 05/11/2026 and expire 06/03/2026 (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-cards>.

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 371 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, 36 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 2026, we were named to the FORTUNE Magazine "100 Best Companies to Work For[®]" list for the thirteenth consecutive year. To learn more, visit www.thecheesecakefactory.com, www.northitalia.com, www.iamaflowerchild.com and www.foxrc.com.

From Fortune. ©2026 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