



THE CHEESECAKE FACTORY INTRODUCES NEW APP WITH EXCLUSIVE OFFER FOR CHEESECAKE REWARDS MEMBERS

Starting this April Fools' Day, Cheesecake Rewards® Members Who Download the App will Receive a Free Slice of Cheesecake, No Joke!*

CALABASAS HILLS, Calif., April 1, 2026 – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is putting the restaurant experience right at its guests' fingertips, introducing a new app with a sweet offer for Cheesecake Rewards members. On April Fools' Day through April 30, Rewards members who download the app and log in to their account will receive a free slice of any of The Cheesecake Factory's more than [30 legendary flavors of cheesecake](#) or layer cake with any purchase* – no joke!

Now available on the [App Store](#) and [Google Play](#), The Cheesecake Factory app makes it easier than ever for Cheesecake Rewards members to:

- Make reservations
- Search the menu and place pickup orders
- Quickly reorder favorites from their online order history
- View their rewards, all in one convenient place
- Turn on notifications to get updates and important reward alerts

“The Cheesecake Factory is very pleased to introduce an app including a special offer for Cheesecake Rewards members,” said David Overton, Founder and CEO of The Cheesecake Factory Incorporated. “The app will provide all our guests a more seamless online ordering experience, and our Rewards members will enjoy additional benefits like easily making online reservations and keeping track of their rewards in one convenient place.”

Cheesecake Rewards is The Cheesecake Factory's unique 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**, special delivery offers from DoorDash and personalized rewards throughout the year. Guests who are not yet members of [Cheesecake Rewards](#) can sign up, download the app, and log into their accounts by April 30 to receive the free slice offer*.

***Terms and Conditions:**

*Must download The Cheesecake Factory App from the Apple App Store or Google Play Store and either (a) log into The Cheesecake Factory App using their Cheesecake Rewards® Member account login credentials or (b) sign up for Cheesecake Rewards as a Member from within The

Cheesecake Factory App on or before April 30, 2026. Limit one Free Slice Reward per Member account. Free Slice Reward may be redeemed when dining-in, ordering to go, or ordering delivery through DoorDash. Free Slice Reward redeemable through May 7, 2026, subject to availability. Instructions on how to redeem the Free Slice Reward will be provided upon issuance of the reward. Full terms and conditions are available at <https://www.thecheesecakefactory.com/rewards-terms-and-conditions>.

**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
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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 370 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 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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MEDIA CONTACT

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