



**THE CHEESECAKE FACTORY SWEETENS THE END OF SUMMER
WITH A SPECIAL ONLINE GIFT CARD OFFER**

*Receive a \$10 Bonus Card for every \$50 in Gift Cards Purchased Online August 10
through Labor Day, September 7*

CALABASAS HILLS, Calif., August 10, 2026 – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is making the end of summer a little sweeter with a special online gift card offer now through Labor Day: For every \$50 in Gift Cards [purchased online](#) in a single transaction from Monday, August 10 through Monday, September 7, 2026, guests will receive a complimentary \$10 Bonus Card redeemable September 8 through September 30, 2026*.

With an extensive menu of more than 250 dishes – freshly prepared and from scratch – and more than 30 legendary cheesecakes including the recently introduced [Brownie Crunch Choc-a-Lot Cheesecake](#), The Cheesecake Factory Gift Cards and Bonus Cards are the perfect gift to give to a loved one or to treat oneself. Use them when dining in or enjoying an order for pick-up or curbside to-go online from <https://www.thecheesecakefactory.com> or through The Cheesecake Factory's app available on the [App Store](#) and [Google Play](#).

For more information about The Cheesecake Factory, please visit www.TheCheesecakeFactory.com

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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 08/10/2026 through 09/07/2026 at <https://www.thecheesecakefactory.com/gift-cards>. Bonus Cards may be used beginning 09/08/2026 and expire 09/30/2026 (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 375 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.

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