

Backgrounder on The Cheesecake Factory, Inc:

Company History:

It all started in the late 1940s when Evelyn Overton opened a small cheesecake shop in Detroit, but gave up the shop to care for her children. Instead of shutting down her business, she continued to bake in the basement and supply cheesecakes to local shops to sell. Through long work hours and constant determination to succeed, Evelyn and Oscar Overton discovered that Los Angeles had the same love for cheesecake, as did Detroit. In 1972 after their children have grown, Evelyn and Oscar moved their cheesecake business to Los Angeles, working 18-hour shifts with Evelyn baking and Oscar building new accounts.

1975 was a pivotal year that marked the beginning of the most creative and productive period of their bakery sales. Evelyn created 20 different recipes for cheesecakes and other desserts, which were sold to the accounts that Oscar dealt with. Oscar purchased delivery trucks and hired drivers to distribute the baked goods from Santa Barbara to San Diego, and even some out-of-state customers. This dynamic duo's success ultimately led to the creation of The Cheesecake Factory, Inc. that was founded by their son David Overton in Beverly Hills in 1978. Though David had little knowledge about running a restaurant, he knew what a classic enjoyable dining experience should feel like. He gave generous portions with plentiful of selective entrees all served in a warm and casual setting. This American story is a truly success since The Cheesecake Factory, Inc. opened in 170 locations in just 30 years, completing the Overton's American Dream.

With this same kind of American spirit almost 40 years later, The Cheesecake Factory, Inc. is now looking to expand globally, reaching to the Middle East: United Arab Emirates, Kuwait, Bahrain, Qatar and the Kingdom of Saudi Arabia, and other markets in North Africa, Central and Eastern Europe, Russia and Turkey by 2016. Expansion thrives in the Overton spirit and the Company is looking to distribute its baked goods globally to countries all over the world.

Milestones:

The year 2012 marks The Cheesecake, Factory, Inc.'s 20th anniversary as a public company. Figure A is an infographic that depicts the milestones The Cheesecake, Factory, Inc. has achieved since its public opening 20 years ago.

Company Awards:

The Cheesecake, Factory Inc. has achieved some notable awards in the past three years due to its strong effort to improve its healthy choices on the menu. These efforts are recognized below in Figure B with recognitions that highlight The Cheesecake, Factory, Inc.'s push for healthier food selections.

Locations throughout the U.S.:

The Cheesecake Factory, Inc. originally started in Detroit where Evelyn Overton baked from her home. Since their expansion to Los Angeles in 1972, The Cheesecake Factory, Inc. has continued to grow and push boundaries all throughout the United States. Figure

C below shows all the restaurants in the U.S. and there are even more restaurants opening throughout the world because of global expansion efforts.

Figure A:

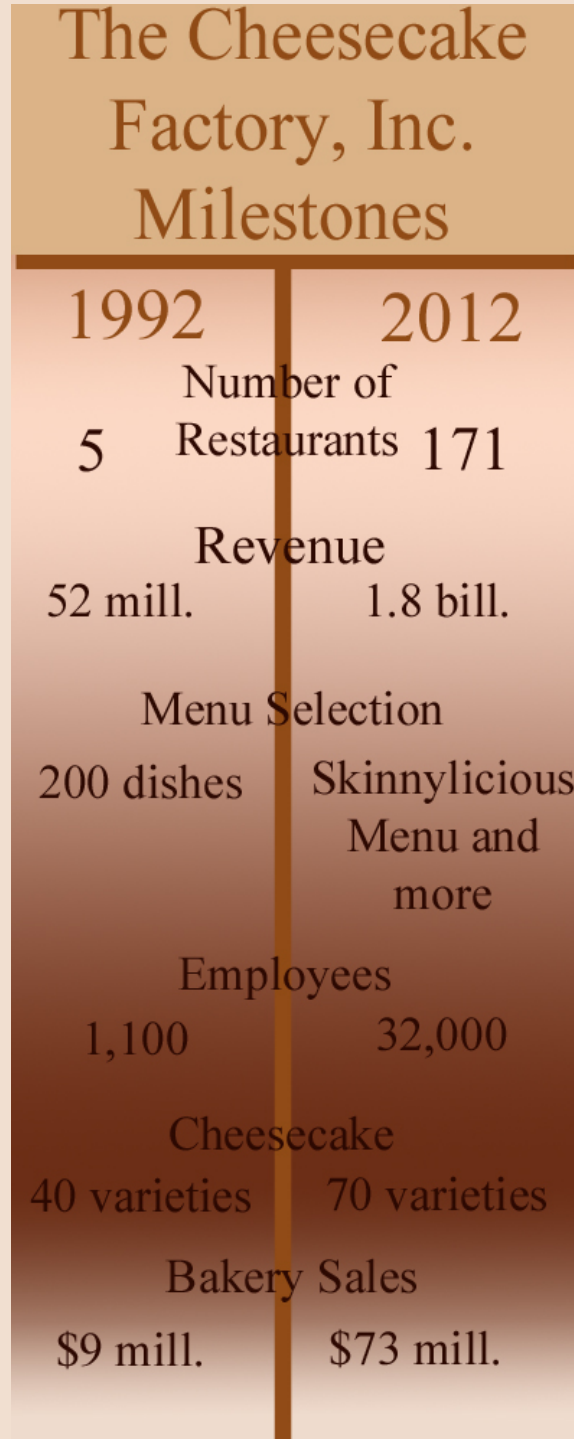


Figure B:



Figure C:

