

The Cheesecake Factory Incorporated
Fiscal 2012 & 2011 Segment Reporting

(in thousands)

	FY 2012	Q1 2012	Q2 2012	Q3 2012	Q4 2012	FY 2011	Q1 2011	Q2 2011	Q3 2011	Q4 2011
Revenue:										
The Cheesecake Factory restaurants	1,604,825	390,747	408,933	402,493	402,652	1,543,040	370,994	381,694	378,906	411,446
Other	204,192	45,007	45,816	51,326	62,043	214,584	47,771	49,052	51,511	66,250
Total	1,809,017	435,754	454,749	453,819	464,695	1,757,624	418,765	430,746	430,417	477,696
Income from operations:										
The Cheesecake Factory restaurants	225,920	53,811	64,820	55,771	51,518	207,598	48,834	54,578	48,887	55,299
Other	10,857	3,511	3,218	2,761	1,367	16,926	4,063	3,909	3,984	4,970
Corporate	(98,078)	(27,103)	(27,068)	(19,208)	(24,699)	(91,074)	(23,046)	(23,325)	(22,617)	(22,086)
Total	138,699	30,219	40,970	39,324	28,186	133,450	29,851	35,162	30,254	38,183
Depreciation and amortization:										
The Cheesecake Factory restaurants	60,358	14,926	15,119	15,163	15,150	58,170	14,079	14,106	14,201	15,784
Other	9,811	2,327	2,329	2,518	2,637	9,611	2,350	2,353	2,361	2,547
Corporate	4,264	1,045	1,061	1,052	1,106	4,177	1,024	1,024	1,026	1,103
Total	74,433	18,298	18,509	18,733	18,893	71,958	17,453	17,483	17,588	19,434
Capital expenditures:										
The Cheesecake Factory restaurants	60,300	9,311	11,489	20,900	18,600	64,960	8,166	18,186	15,947	22,661
Other	15,363	5,387	4,730	2,899	2,347	9,171	379	849	3,471	4,472
Corporate	10,779	1,651	1,851	6,393	884	2,615	1,960	636	626	(607)
Total	86,442	16,349	18,070	30,192	21,831	76,746	10,505	19,671	20,044	26,526
Total assets:										
The Cheesecake Factory restaurants	764,208					747,079				
Other	165,274					150,092				
Corporate	162,685					125,399				
Total	1,092,167					1,022,570				