SEPTEMBER 2026

NXGA

NexGen Alliance Group

NEWSLETTER

WHEN EVERYTHING SEEMS TO BE GOING AGAINST YOU, REMEMBER THAT THE AIRPLANE TAKES OFF AGAINST THE WIND, NOT WITH IT.

HENRY FORD



NXGA @THENXGA

FOR UPDATES, NEWS & MORE!

thenxga.com

CONTACT THE OFFICE - (972) 922-2054 INFO@THENXGA.COM

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Ace Petro, LLC	Al Tailor	(832) 228-5677	al.acepetro@gmail.com
Air Up Vending	Robert Upton	(888) 272-5980	sales@airupvending.com
Amazon Lockers	Jordan Smith	(972) 242-0100	jordongs@amazon.com
Anheuser-Busch	Douglas, Lauren	(270) 860-8771	lauren.douglas@anheuser-busch.com
Arizona	Dan Wells	(830) 515-0981	DWells@drinkarizona.com
Bajaria Law	Favad Bajaria	(214) 888-3070	favadbajaria@bajarialaw.com
Barcels	Luis Champsaur	(214) 972-9094	luis.champsaur@grupobimbo.com
Ben E. Keith Beverages	Cliff Reece	(214) 876-0387	cliffreece@benekeith.com
BIMBO PASTRIES	Luis Champsaur	(214) 972-9094	luis.champsaur@grupobimbo.com
Biolyte	Gene LaPine	(678) 300-9862	gene.lapine@drinkbiolyte.com
Black Rifle Coffee	Ryan Jackson	(430) 302-8721	rjackson@jhbud.com
Blue Triton Brands	Skyler Mills	(281) 642-1412	skyler.mills@primobrands.com
Buked Up Energy	Cort Ringer	(817) 217-9441	cort.ringer@buckedup.com
C4 Energy	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
C Store Pro / PDI	Prasla, Alvin	(281) 207-3106	aprasla@pdisoftware.com
Campbell del by Yumi	Julie Ewald	(610) 387-5892	julie_ewald@campbells.com
Celsius / Alani Nu / Rockstar	Paul Coker	(903) 530-3927	paul.coker@pepsico.com
Coca-Cola	Tim Sullivan	(214) 864-2039	timothy.sullivan@cocacolaswb.com
Community Coffee	Chris McClung	(214) 563-3310	cmcclung@communitycoffee.com
Congo Brands	Kelly Siple	(210) 324-3519	kelly.siple@congobrands.com
Crompco	Garrett Brodie	(610) 276-5977	garrett.brodie@crompco.com
Dippin' Dots	Patrick Orzano	(270) 816-8339	porzano@dippindots.com
Dr Pepper	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
Dyna Distributing	Brian Johnson	(214) 709-7917	admin@dynadistribution.com
Electrolit	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
Essentia	Nick Gonzales	(210) 381-0693	nick.gonzales@us.nestle.com
Eternal Water	Robert L. Young, Jr.	(972) 333-1641	ryoung@eternalwater.com
Farmer Bros Coffee	Armando Navarro	(817) 680-7482	anavarro@farmerbros.com
Felonious Assault Ins	Darrell Breeden	(512) 567-9797	darrell@breedenbenefitgroup.co
FIFCO	Cedric Smith	(314) 808-4809	cedric.smith@fifco.com
Fiji Water	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
Frito Lay	Jack Marshall	(214) 686-5771	jack.marshall@pepsico.com
Gatorade	Paul Coker	(214) 686-5771	paul.coker@pepsico.com
Ghost Energy	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
Grocery Supply Co.	Joseph Shelton	(800) 231-1938 X. 5589	jshelton@grocerysupply.com
Harmon Fire Extinguisher Service Co.	Damon Harmon	(972) 785-1220	d.harmon@verizon.net
J & S Testing	Eddie Jones	(817) 237-1899	jstest@earthlink.net
Labrada	Avery Duncan	(832) 998-4722	averyd@labrada.com
Life Insurance	Darrell Breeden	(512) 636-3950	darrell@breedenbenefitgroup.co
Liquid Death Mountain Water	Alex Rountree	(214) 293-0276	a.rountree@liquiddeath.com
Mighty Flame Propane	Jonah	(877) 438-6444	jonah@jetgas.com
Modisoft	John Bilbay	-	john.bilbay@modisoft.com
Molson Coors	Mark Messina	(713) 306-0739	mark.messina@molsoncoors.com
Monster	Aaron Cheney	(917) 455-4856	aaron.cheney@monsterenergy.com
Monster Brewing	Chad Henry	(813) 728-4573	chad.henry@monsterbrewing.com
Nelson Bulk Propane (no Bottles)	Colton Wilson	(903) 874-5641	cwilson@nelsonpropane.com
Nesquik	Nick Gonzales	(210) 381-0693	nick.gonzales@us.nestle.com
Novamex	Alfredo Martinez	(915) 594-1618	alfredo.martinez@novamex.com
Pepsi / Gatorade / Poppi	Paul Coker	(903) 530-3927	paul.coker@pepsico.com
Rapid Exchange Propane	Sam Hardin	(713) 444-1678	sam.hardin@rapidxchange.com
Red Bull	Craig Baker	(678) 427-6652	craig.baker@redbull.com
Redcon 1 (Energy & Protein)	Dustin Meade	832-702-6902	dustin@redcon1.com
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Julian Pillans	(903) 278-7010	julian.pillans@rndc-usa.com
Ryse Energy	Joann Fletcher	-	joann.fletcher@rysesupps.com
TAS Environmental Services	Wesley Justus	(214) 970-9625	wjustus@taslp.com
Uptime Energy	Ritchie Baddour	(469) 550-4014	rbaddour@uptimeenergy.com
Waiakea Water	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Waste Management	David Lyles	(469) 993-4161	dlyles1@wm.com

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Wonderful Pistachio	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
World Pay CC Processing	Ilene Howard	(513) 680-6750	ilene.howard@fisglobal.com
Yumi Ice Cream	Bianca Benavides Anderson	(817) 501-4515	bianca.benavidesanderson@yumiicecream.co
Zen Water	Jeff Jonke	(972) 955-1898	jeffjonke@zenwtr.com

NTBA CONTACT INFORMATION

Name	Title	Phone	Email
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Joe Paramo	Team Lead & Member Relations Manager	(214) 769-0392	jparamo@thentba.com
Jeff Willis	Member Relations Manager	(469) 873-2357	jwillis@thentba.com
Matt Stringfellow	Member Relations Manager	(972) 841-7603	mstringfellow@thentba.com
Brandon Streng	Member Relations Manager	(972) 482-4572	bstreng@thentba.com
Nathan Hankins	Member Relations Manager	(972) 482-2836	nhankins@thentba.com
Rafiq Jindani	Office Administrator	(469) 934-9839	info@thentba.com

Customer Service Visits

- Your MRM will ask about current promotions, the stores' relationship with the vendors, if there are any opportunities that needs NTBA assistance, and contact vendors while at the store to expedite a resolution to any issues that might exist.
- The NTBA Member Relations Manager will survey the store (inside, outside, signage frames, cold vault, displays etc.) and give direction when required on proper POS placement and installation. In order to provide you with the best customer service, the NTBA Member Relations Manager will also take pictures for record keeping and referral.
- The NTBA Member Relations Manager will always identify opportunities and bring those to the attention of store personnel as a friendly observation. (ex. If the coolers are frozen up, the notification will be made so the store can take necessary actions and prevent the compressors from failing)
- The NTBA Member Relations Manager will visit stores for proactive and reactive calls for various reasons.



Your **Member Relations Manager** *is there to help you identify opportunities that can lead to increased profitability and efficiency improvement in your stores.*



September Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	28oz Powerade	15	$20.40	$1.00	$19.40	2/$4.00	35.3%	$2.99: 56.9%	
	1 Liter Dasani	12	$15.84	$1.00	$14.84	2/$4.00	38.3%	$3.09: 59.9%	
	20oz CSD - Fanta & Flavors only	24	$31.63	$1.00	$30.63	2$4.25	40.0%	$2.99: 57.2%	* Margins and cost are before any vendor rebates. If applicable. Texas and Oklahoma Stores
	Peace Tea	24	$16.63	$1.00	$15.63	2/$2.00	35.0%	$1.69: 61.5%	
	16oz CSD Cans	24	$26.84	$0.00	$26.84	2/$4.00	44.0%	$2.19: 48.39%	
	Minute Maid Juice 12oz	24	$34.56	$0.00	$34.56	2/$4.50	36.0%	$3.29: 56.2%	
PEPSI	20 oz CSD	24	$34.55	$4.17	$30.38	2/$4.50	43.8%	$2.89: 56.1%	
	28oz Gatorade	15	$23.60	$0.00	$23.60	2/$5.25	40.0%	$3.59: 56.3	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	38.9%	$2.19: 51.1%	
	20oz CSD Starry/ Mug Root Beer	24	$15.00	$1.38	$13.62	2/$2.00	43.0%	$2.89: 80.3%	
Keurig DrPepper	20oz CSD	24	$32.50	$0	$32.50	2/$4.50	39.8%	$2.79: 51.6%	**This is the last month for the 20oz Promo! Buy some extra!!**
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								
	20oz CSD *7up/Flavors / No DP Branded SKUs*	24	$32.50	$0	$32.50	2/$4.50	39.8%	$2.79: 51.6%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	Black Rifle Energy	12	$20.00	$0	$20.00	2/$5.50	39.5%	$3.59: 53.5%	
	Evian 1 liter	12	$17.80	$0	$17.80	2/$5.00	40.6%	$3.99: 62.9%	
	Electrolit 21oz	12	$21.38	$0	$21.38	2/$6.00	40.7%	$3.89: 54.2%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Vita Coco Cans	12	$21.00	$0	$21.00	2/$5.50	36.4%	$3.69: 52.6%	
	Bai 18oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.19: 56.7%	
	Core 30.4oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.09: 55.3%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.59: 61.6%	
Monster Energy	Monster 16oz, 15.5oz	24	$42.03	$0	$42.03	2/$5.50	36.4%	$3.59: 51.3%	
	Texas and Oklahoma Stores; Includes 16oz/15.5oz Monster, NOS, Full Throttle, Bang and Reign Total Body Fuel Brand								
	Bang and Reign Performance 16oz	12	$20.76	$0	$20.76	2/$5.50	37.1%	$3.59: 51.8%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Texas and Oklahoma Stores								
Red Bull	Red Bull 8.4 oz	24	$42.74	$0	$42.74	2/$5.50	35.3%	$3.29: 45.9%	* Margins are before rebate. Must have a secondary piece of equipment (cooler or display qualify)and maintain vault space to qualify for maximum rebates.
	Red Bull 12 oz	24	$55.55	$0	$55.55	2/$6.50	28.8%	$4.29: 45.9%	
	Texas and Oklahoma stores								
MIX & MATCH 2/$4.50	Buy 2/$4.50 (2.79 size) Doritos & a 20oz Mtn Dew or Mtn Dew Zero	bundle cost	$3.02	$0	$3.02	2/$4.50	32.9%	20oz - $2.89 / 56.1% Doritos $2.79 / 37.3%	* Margins and cost are before any vendor rebates
	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*								

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Wednesday, September 2, 2026 @ 9 AM CST
Allen Convention Center, 777 Watters Creek Blvd, Allen TX 75013

NO MAN'S LAND BEEF JERKY

8 PK / 2.5 OZ | $61.12N
GSC ITEM ID #935908 | DILL PICKLE

6 PK / 5 OZ | $81.28N
GSC ITEM ID #937490 | DILL PICKLE



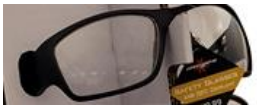




AD SAFETY GLASSES PP

12 PK | 1 AS | $120.00N

GSC ITEM ID #955559



HOWES DIESEL TRTMNT ANTI-GEL



6 PK | 64 OZ | $89.87N

GSC ITEM ID #360271

CORDOVA GLOVES

GSC ITEM ID #232314 | BRN PREM JERSEY GLV | 1 PK | $0.75N
GSC ITEM ID #288324 | GRY/BLK NITRILE PLM | 1 PK / LARGE | $1.95N
GSC ITEM ID #288340 | KNIT LATEX COR GRIP | 1 PK / LARGE | $1.40N
GSC ITEM ID #287110 | CANVAS PVC DOT | 1 PK / LARGE | $0.89N
GSC ITEM ID #349274 | COLD SNAP THERMO GLV | 1 PK / PR | $4.66N



LUCAS OIL PRODUCTS

GSC ITEM ID #949032 | TIRE INFLATOR | 12 PK / 16 OZ | $114.19N
GSC ITEM ID #954594 | OCTANE BOOSTER | 24 PK / 5.25 OZ | $115.85N
GSC ITEM ID #791061 | HIGH MILEAGE GAS TRMNT | 1 PK / 5.25 OZ | $6.34N
GSC ITEM ID #700872 | FUEL TREATMENT | 1 PK / 5.25 OZ | $4.29N
GSC ITEM ID #791970 | DEEP CLEAN FUEL CLEANER | 1 PK / 5.25 OZ | $6.19N
GSC ITEM ID #791053 | 2 CYCLE SEMI-SYNTH OIL | 1 PK / 2.6 OZ | $2.56N
GSC ITEM ID #791996 | SYNTHETIC BRAKE FLUID | 1 PK / 12 OZ | $3.16N
GSC ITEM ID #791988 | POWER STERNG STOP LEAK | 1 PK / 12 OZ | $9.06N



Contact your GSC Representative for an exciting new NTBA Customer Program and for more product information from GSC:

Michelle Long - Dallas, TX | 214-533-6765 | mlong@grocerysupply.com
Herman Cortez - Ft. Worth, TX | 214-223-7178 | hcortez@grocerysupply.com
Mike Reaves - Waco, TX | 817-366-0733 | reaves@grocerysupply.com
Rob Willie - Oklahoma | 405-826-0368 | rwillie@grocerysupply.com
Margrett Wright - Northeast Texas | 214-693-3645 | mwright@grocerysupply.com
Kevin Craig - East Texas | 903-262-7373 | kcraig@grocerysupply.com

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raabel@mckinneyandco.com

COVERAGES

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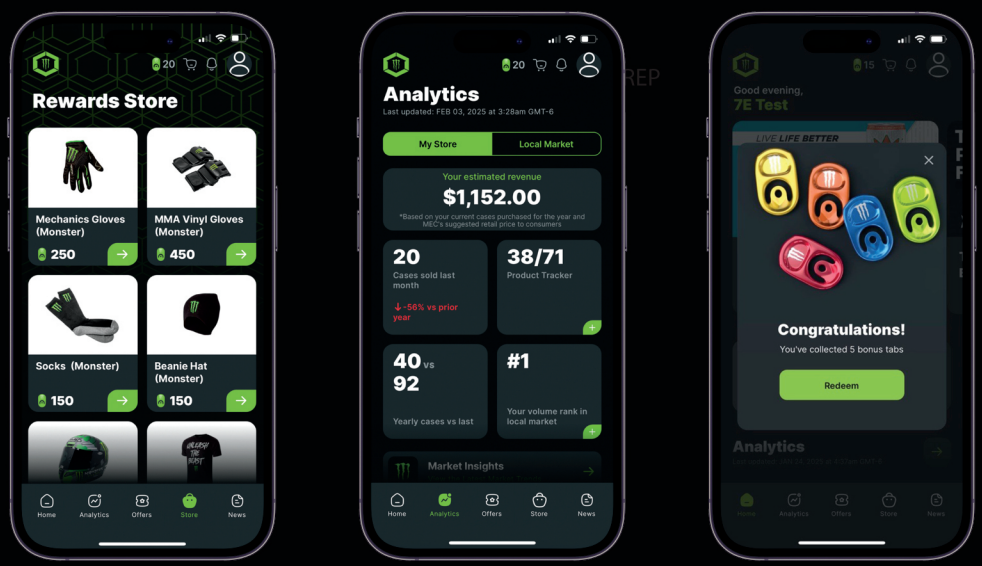
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PROBLEMS SIGNING UP?
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NTBA/NEXGEN JUICE MONSTER MEMBER PROGRAM

EARN **$2.00** PER CASE ON ALL JUICE MONSTER 16oz
WITH THE PURCHASE OF 5 or MORE CASES.

MUST PURCHASE AT LEAST **ONE** CASE OF JUICE MONSTER BAD APPLE 16OZ

Promotion offer valid on Monster Energy Juice Monster 16oz/24ct products only. Offer available on each delivery until end of promo period.

Do not have to purchase all cases on one delivery.

PROMO PERIOD: 9/1/26 – 10/31/26





2026 NTBA PEPSI MEAL BUNDLE PROGRAM











PROBLEM TO SOLVE	BUILD BRAND SALIENCE WITH FOOD IN A HIGHLY DIVERSE INDEPENDENT CUSTOMER BASE
IDEA	LEVERAGE FLEXABLE CONSUMER VALUE MECHANIC TO OFFER MEAL BUNDLING PROGRAM IN NTBA
VALUE	$1 CASH BACK WYB ANY PEP 20OZ CSD AND A FOOD ITEM. ALL YOUR CUSTOMER NEEDS IS A RECEIPT TO SCAN IN TO GET PAYMENT VIA VENMO OR PAYPAL.
WHERE	NTBA/NXGA CUSTOMERS
TIMING	52 WEEKS WITH QUARTERLY REFRESH
BRANDS 20OZ SKUS	PEPSI, DEW, STARRY, MUG, MANZANITA SOL
Must Haves	MUST PLACE SIGNAGE FOR THE PROGRAM AND A BARRELL OR SHIPPER TO PARTICIPATE. REFERENCE LOOK OF SUCCESS PICTURED TO THE LEFT.

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The offer is valid from August 10, 2026 to December 31, 2026. The offer does not apply to existing Nizari Progressive Federal Credit Union MSB checking account holders or those whose accounts closed within 90 days or accounts closed with a negative balance within the last one year. If MSB checking account is closed by the member, or Nizari Progressive Federal Credit Union within the first-year promotion term, we will deduct account maintenance fee and scanner credit at time of closing. All fees are subject to change, and terms and conditions apply.

1. Savings of up to $7,000 on the first year of the account maintenance fee and scanner cost to us. Thereafter, MSB maintenance fees will apply as per the fee schedule on our website.
2. Separate contract required. Subject to provider approval and service availability. Currently, Armored Car Service is offered at our San Antonio location. As interest grows from member interest rates, the credit union looks forward to expanding this service.
3. The maximum credit amount will be up to $800. Proof of scanner will be required for credit. Scanner cost will be provided via statement credit to the member's account upon successful use of the RDC Software.
4. $150 Referral Bonus will be provided via statement credit to members account within 30 days. Maximum 6 referrals are allowed per member in a calendar year.

If the MSB checking account is closed by the member or Nizari PFCU within 18 months after the promotion date, we will deduct the monthly fee waived/promotion credit at closing.
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September 2026 Promotions – *Texas & Oklahoma*



28oz Powerade
2 for $4.00
or 1 @ Regular Price



20oz CSD (Fanta & Flavors only)
2 for $4.25
Or 1 @ Regular Price



16oz CSD Cans
2 for $4.00
Or 1 @ Regular Price



1 Liter Dasani
2 for $4.00
Or 1 @ Regular Price



Peace Tea
2 for $2.00
or 1 @ Regular Price



28oz Gatorade
2 for $5.25
or 1 @ Regular Price



Pepsi – All Flavors
20oz bottles
2 for $4.50
Or 1 @ Regular Price



Minute Maid Juice 12oz
2 for $4.50
Or 1 @ Regular Price



20oz CSD Starry & Mug Root Beer
2 for $2.00
Or 1 @ Regular Price



1 Liter Brisk
2 for $3.50
Or 1 @ Regular Price



Evian 1 Liter
2 for $5.00 Or 1 @ Regular Price



Core 30.4oz
2 for $4.50
Or 1 @ Regular Price



20oz CSD
2 for $4.50
Or 1 @ Regular Price



Black Rifle Energy
2 for $5.50
Or 1 @ Regular Price



Vita Coco Cans
2 for $5.50
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Electrolit 21oz
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Or 1 @ Regular Price



Bai 18oz
2 for $4.50
Or 1 @ Regular Price



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for $5.50 8.4oz.
2/$6.50 12oz.
Or 1 @ Regular Price



Monster Energy
16oz; 15.5oz only
2 for $5.50 or
1 @ Regular Price



Bang and Reign Performance
16oz, 2 for $5.50 or 1
@ Regular Price



Snapple 32oz
2 for $4.50 or
1 @ Regular Price



Buy 2/$4.50 (2.79 size)
Doritos & a 20oz Mtn Dew
or Mtn Dew Zero

OPTION 1: Texas and Oklahoma Stores where DP brands are sold from the DP Trucks / DP Markets (serviced by KDP)

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September 2026 Promotions – *Texas & Oklahoma*



28oz Powerade
2 for $4.00
or 1 @ Regular Price



20oz CSD (Fanta & Flavors only)
2 for $4.25
Or 1 @ Regular Price



16oz CSD Cans
2 for $4.00
Or 1 @ Regular Price



1 Liter Dasani
2 for $4.00
Or 1 @ Regular Price



Peace Tea
2 for $2.00
or 1 @ Regular Price



28oz Gatorade
2 for $5.25
or 1 @ Regular Price



Pepsi – All Flavors
20oz bottles
2 for $4.50
Or 1 @ Regular Price



Minute Maid Juice 12oz
2 for $4.50
Or 1 @ Regular Price



20oz CSD Starry & Mug Root Beer
2 for $2.00
Or 1 @ Regular Price



1 Liter Brisk
2 for $3.50
Or 1 @ Regular Price



Evian 1 Liter
2 for $5.00 Or 1 @ Regular Price



Core 30.4oz
2 for $4.50
Or 1 @ Regular Price



20oz CSD
2 for $4.50
Or 1 @ Regular Price



Black Rifle Energy
2 for $5.50
Or 1 @ Regular Price



Vita Coco Cans
2 for $5.50
Or 1 @ Regular Price



Electrolit 21oz
2 for $6.00
Or 1 @ Regular Price



Bai 18oz
2 for $4.50
Or 1 @ Regular Price



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for $5.50 8.4oz.
2/$6.50 12oz.
Or 1 @ Regular Price



Monster Energy
16oz; 15.5oz only
2 for $5.50 or
1 @ Regular Price



Bang and Reign Performance
16oz, 2 for $5.50 or 1
@ Regular Price



Snapple 32oz
2 for $4.50 or
1 @ Regular Price



Buy 2/$4.50 (2.79 size)
Doritos & a 20oz Mtn Dew
or Mtn Dew Zero

OPTION 2:
Texas and Oklahoma stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)

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Click here for POS Links

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September Promotions















































Static Clings

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FOR UPDATES, NEWS & MORE!

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QUARTERLY REBATE PAYMENT TIMELINE

QUARTER 1 JAN 1ST - MARCH 31ST	REBATE CHEQUE EXPECTED DATE	31 ST JULY
QUARTER 2 APRIL 1ST - JUNE 30TH	REBATE CHEQUE EXPECTED DATE	31 ST OCT
QUARTER 3 JULY 1ST - SEPT 30TH	REBATE CHEQUE EXPECTED DATE	31 ST JAN
QUARTER 4 OCT 1ST - DEC 31ST	REBATE CHEQUE EXPECTED DATE	30 TH APRIL