



IDEA Public Schools

Rio Grande Valley, Texas



Great outcomes.
Done well.

\$41,455,000

\$33,780,000 Education Revenue Bonds, Series 2010A (Tax-Exempt)

\$120,000 Taxable Education Revenue Bonds, Series 2010B (Taxable)

\$7,555,000 Taxable Education Revenue Bonds, Series 2010Q (Qualified School Construction Bonds)

November 2010

Baird served as lead managing underwriter on this offering.

IDEA Public Schools

Mission: IDEA's approach to education is focused on college preparation for all children. IDEA strives to prepare students in underserved communities for success in college and citizenship, thereby helping to break the cycle of poverty by empowering students and families to help themselves.

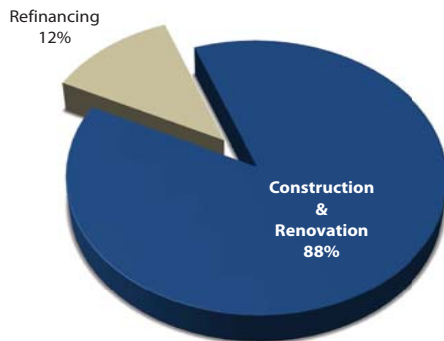
Financing Need:

Refinance bank loans used to make improvements to existing campuses; finance improvements including cafeteria expansion and gymnasium construction; finance the acquisition and construction of two new campuses.

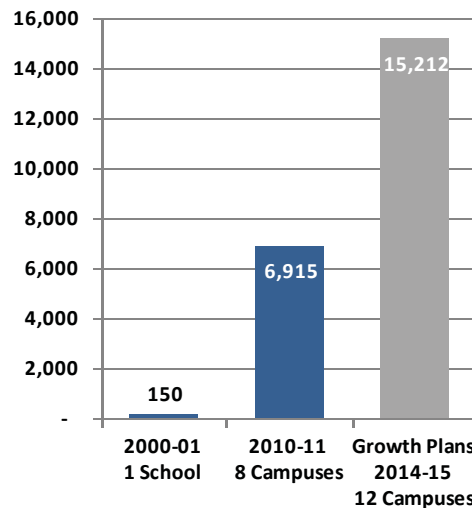
Results:

- Bond Rating of "BBB" by S&P
- 30 -year fixed rate financing
- Secured an "all-in" borrowing cost of 6.02%

Resulting Financing Purposes



Enrollment Growth



"Working with the team at Baird was a remarkable experience. We've now been with Baird on three different transactions in three very different market circumstances. The past two times, the market conditions were volatile and Baird stepped up at key moments when unexpected circumstances could have derailed the project and kept the things on track. I really viewed them as an extension of the IDEA team, fighting to find us the best deal possible."

Tom Torkelson

Co-Founder and CEO
IDEA PUBLIC SCHOOLS

For additional information about this offering, please contact:

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