

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

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In re : Chapter 11
:
ADVANTA CORP., *et al.*, : Case No. 09-13931 (KJC)
:
Debtors.¹ : (Jointly Administered)
:
: **Re: Docket No. 1026**
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NOTICE OF WITHDRAWAL

PLEASE TAKE NOTICE that, on December 15, 2010, the above-captioned debtors and debtors in possession (the “**Debtors**”) filed the *Debtors’ Joint Plan Under Chapter 11 of the Bankruptcy Code* [Docket No. 1026] (the “**Plan**”).

PLEASE TAKE FURTHER NOTICE that the Debtors hereby withdraw the Plan without prejudice.

¹ The Debtors in these cases, along with the last four digits of each Debtor’s federal tax identification number, are Advanta Corp. (2070), Advanta Investment Corp. (5627), Advanta Business Services Holding Corp. (4047), Advanta Business Services Corp. (3786), Advanta Shared Services Corp. (7074), Advanta Service Corp. (5625), Advanta Advertising Inc. (0186), Advantennis Corp. (2355), Advanta Mortgage Holding Company (5221), Advanta Auto Finance Corporation (6077), Advanta Mortgage Corp. USA (2654), Advanta Finance Corp. (8991), Advanta Ventures Inc. (5127), BE Corp. (8960), ideablob Corp. (0726), Advanta Credit Card Receivables Corp. (7955), Great Expectations International Inc. (0440), Great Expectations Franchise Corp. (3326), and Great Expectations Management Corp. (3328).

Dated: December 15, 2010
Wilmington, Delaware

Respectfully submitted,

/s/ Zachary I. Shapiro

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