

**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.<sup>1</sup> : (Jointly Administered)  
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**AFFIDAVIT OF PUBLICATION OF ROY OTEO OF NOTICE OF (I) APPROVAL  
OF THE PROPOSED DISCLOSURE STATEMENT, (II) ESTABLISHMENT OF  
SOLICITATION AND VOTING PROCEDURES, (III) SCHEDULING A  
CONFIRMATION HEARING, AND (IV) ESTABLISHMENT OF NOTICE  
AND OBJECTION PROCEDURES FOR CONFIRMATION OF THE  
PROPOSED PLAN IN THE WALL STREET JOURNAL**

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<sup>1</sup> The Debtors, 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), Great Expectations International Inc. (0440), Great Expectations Franchise Corp. (3326), Great Expectations Management Corp. (3328), Advanta Ventures Inc. (5127), BE Corp. (8960), ideablob Corp. (0726), and Advanta Credit Card Receivables Corp. (7955).



## BANKRUPTCIES

UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

In re  
ADVANTA CORP., et al.,  
Debtors.<sup>1</sup>

Chapter 11  
Case No. 09-13931 (KJC)  
(Jointly Administrated)

Hearing Date: February 16, 2011 at 1:00 p.m.  
Obj. Deadline: February 1, 2011 at 5:00 p.m.

**NOTICE OF (i) APPROVAL OF THE PROPOSED DISCLOSURE STATEMENT, (ii) ESTABLISHMENT OF SOLICITATION AND VOTING PROCEDURES, (iii) SCHEDULING A CONFIRMATION HEARING, AND (iv) ESTABLISHMENT OF NOTICE AND OBJECTION PROCEDURES FOR CONFIRMATION OF THE PROPOSED PLAN TO ALL PARTIES IN INTEREST IN ADVANTA CORP. ("ADVANTA") AND ITS AFFILIATED DEBTORS IN THE ABOVE-REFERENCED CHAPTER 11 CASES (COLLECTIVELY, THE "DEBTORS"), PLEASE TAKE NOTICE THAT:**

**Approval of Disclosure Statement.** By order, dated December 17, 2010 (the "Disclosure Statement Order"), the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court") approved the Debtors' disclosure statement (the "Disclosure Statement") for the Debtors' Joint Plan Under Chapter 11 of the Bankruptcy Code, dated November 2, 2010, as modified December 17, 2010 (the "Proposed Plan") pursuant to chapter 11 of title 11 of the United States Code (the "Bankruptcy Code"). The Disclosure Statement Order authorizes the Debtors to solicit votes to accept or reject the Debtors' Proposed Plan.

**Confirmation Hearing.** The Bankruptcy Court shall hold a hearing (the "Confirmation Hearing") to consider the confirmation of the Proposed Plan on February 16, 2011 at 1:00 p.m. (prevailing Eastern Time), before The Honorable Kevin J. Carey, United States Bankruptcy Judge, in Room 5 of the Bankruptcy Court, 824 North Market Street, 5th Floor, Wilmington, Delaware 19801. The Confirmation Hearing may be continued from time to time without further notice other than the announcement by the Debtors in open court of the adjourned date(s) at the Confirmation Hearing or any continued hearing or as indicated in any notice of agenda of matters scheduled for hearing filed with the Bankruptcy Court. The Debtors may modify the Proposed Plan, if necessary, prior to, during, or as a result of the Confirmation Hearing in accordance with the terms of the Proposed Plan without further notice.

**Voting Procedures.** Certain holders of impaired claims against or equity interests in the Debtors' estates as of December 18, 2010 (the "Record Date") are entitled to vote. If you hold such a claim or equity interest, you will receive a solicitation package which shall include a copy of (i) the Disclosure Statement Order, (ii) this Notice, (iii) a CD-ROM containing the Disclosure Statement, attached to which is the Proposed Plan, and (iv) one or more ballots. Please review the ballot(s) and the enclosed instructions for how to vote on the Proposed Plan. Failure to follow the voting instructions may disqualify your vote.

**Voting Deadline.** The deadline to vote on the Proposed Plan is February 1, 2011 at 5:00 p.m. (prevailing Eastern Time) (the "Voting Deadline"). The Debtors' solicitation agent, The Garden City Group, Inc., must receive your ballot by the Voting Deadline, otherwise your vote will not be counted.

**Parties in Interest Not Entitled to Vote.** Holders of unimpaired and certain impaired claims against or equity interests in the Debtors' estates are not entitled to vote. If you hold such a claim or equity interest, you will receive a notice of your non-voting status.

**Objections to Confirmation.** Objections or responses to confirmation of the Proposed Plan, if any, must (i) be in writing; (ii) conform to the Federal Rules of Bankruptcy Procedure and the Local Rules for the United States Bankruptcy Court for the District of Delaware; (iii) set forth the name of the objecting party, the nature and amount of claims or equity interests held or asserted by the objecting party against the Debtors' estates or property and (iv) provide the basis for the objection and the specific grounds therefor.

All objections and responses to the confirmation of the Proposed Plan must be filed with the Bankruptcy Court, together with proof of service, and served, so as to be received no later than February 1, 2011 at 5:00 p.m. (prevailing Eastern Time), upon: (i) Debtors: Advanta Corp., Plymouth Corporate Center, 625 W. Ridge Pike, Building E, Suite 100, Conshohocken, Pennsylvania 19428, Attn: Jay A. Dubow; (ii) Counsel to the Debtors: Weil, Gotshal & Manges LLP, 767 Fifth Avenue, New York, New York 10153, Attn: Robert J. Lemons, Victoria Vron; (iii) Office of the U.S. Trustee: The Office of the United States Trustee, 844 King Street, Suite 2207, Wilmington, Delaware 19801, Attn: David M. Klauder; and (iv) Counsel to the Statutory Committee of Unsecured Creditors: Latham & Watkins LLP, 885 Third Avenue, New York, NY 10022-4834, Attn: Roger G. Schwartz, Adam J. Goldberg.

Pursuant to Bankruptcy Rule 302(b), if no objection to confirmation of the Proposed Plan is timely filed, the Bankruptcy Court may determine that the Proposed Plan has been proposed in good faith and not by any means forbidden by law without receiving evidence on such issues.

**Additional Information.** For more information about the solicitation procedures, please contact The Garden City Group, Inc., the Debtors' solicitation agent, at (866) 897-5647. To obtain a copy of the Disclosure Statement Order, the Disclosure Statement, the Proposed Plan, or any related documents, please contact The Garden City Group, Inc. or visit the Debtors' website at [www.advantacorp.com](http://www.advantacorp.com). Please note that the Solicitation Agent is not permitted to give legal advice.

The Proposed Plan enjoins any party from, among other things, pursuing their claims and interests against the Debtors and channeling all claims against the Debtors to the applicable Liquidating Trust. With certain exceptions, the Proposed Plan also exculpates certain parties, including the Debtors and their officers, directors and employees, from liability for any actions taken postpetition in connection with the Chapter 11 Cases. Please refer to Article X of the Proposed Plan for additional information.

Dated: December 17, 2010, Wilmington, Delaware /s/ Zachary J. Shapiro  
Mark D. Collins (No. 2981), Paul N. Heath (No. 3704), Chun I. Jang (No. 4790), Zachary J. Shapiro (No. 5103), RICHARDS, LAYTON & FINGER, P.A., One Rodney Square, 920 North King Street, Wilmington, Delaware 19801, Telephone: (302) 651-7700, Facsimile: (302) 651-7701 and WEIL, GOTSHAL & MANGES LLP, Marcia L. Goldstein, Robert J. Lemons, 767 Fifth Avenue, New York, NY 10153, Telephone: (212) 310-8000, Facsimile: (212) 310-8007, ATTORNEYS FOR DEBTORS AND DEBTORS IN POSSESSION

<sup>1</sup> The Debtors in these jointly administered chapter 11 cases are Advanta, Advanta Investment Corp., Advanta Business Services Holding Corp., Advanta Business Services Corp., Advanta Shared Services Corp., Advanta Service Corp., Advanta Advertising Inc., Advantennis Corp., Advanta Mortgage Holding Company, Advanta Auto Finance Corporation, Advanta Mortgage Corp. USA, Advanta Finance Corp., Advanta Ventures Inc., BE Corp., Ideablob Corp., Advanta Credit Card Receivables Corp., Great Expectations International Inc., Great Expectations Franchise Corp., and Great Expectations Management Corp.