

**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)
: **Hearing Date: February 10, 2011 at 1:00 p.m.**
: **Obj. Deadline: February 1, 2011 at 5:00 p.m.**
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**NOTICE OF FILING PLAN SUPPLEMENT IN SUPPORT OF THE DEBTORS’
JOINT PLAN UNDER CHAPTER 11 OF THE BANKRUPTCY CODE**

PLEASE TAKE NOTICE that on January 22, 2011, the Debtors in the above-referenced chapter 11 cases filed the *Plan Supplement in Support of the Debtors’ Joint Plan Under Chapter 11 of the Bankruptcy Code dated November 2, 2010* (as modified on December 17, 2010 and as may be further modified, the “**Proposed Plan**”) (the “**Plan Supplement**”). **The documents contained in the Plan Supplement, a list of which is attached hereto as Attachment A, are integral to and are part of the Proposed Plan and, if the Proposed Plan is approved, will be approved in the order confirming the Proposed Plan.**

PLEASE TAKE FURTHER NOTICE that a hearing to consider confirmation of the Proposed Plan (and in conjunction therewith, approval of the Plan Supplement) (the “**Confirmation Hearing**”) will be held on **February 10, 2011 at 1:00 p.m. (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.

PLEASE TAKE FURTHER NOTICE that the Debtors, subject to the terms of the Plan, reserve the right to alter, amend, modify or supplement any document in the Plan Supplement.

PLEASE TAKE FURTHER NOTICE that the Plan Supplement can be viewed for free at the Debtors’ claims agent’s website at <http://www.advantareorg.com>. To obtain a hard

¹ The Debtors in these jointly administered chapter 11 cases are Advanta Corp., 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.

copy of the Plan Supplement, please contact the Debtors' claims agent, The Garden City Group, Inc. at (866) 697-5647.

Dated: January 22, 2011
Wilmington, Delaware

/s/ Zachary I. Shapiro
Mark D. Collins (No. 2981)
Paul N. Heath (No. 3704)
Chun I. Jang (No. 4790)
Zachary I. 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

ATTACHMENT A

LIST OF PLAN SUPPLEMENT DOCUMENTS

- Exhibit A - Schedule 8.1 (Executory Contracts and Unexpired Leases to be Assumed)
- Exhibit B - Schedule 8.7 (Compensation and Benefit Plans to be Retained Through the Effective Date)

CORPORATE GOVERNANCE DOCUMENTS

- Exhibit C - Initial Directors and Officers of Reorganized Advanta and Advanta Service Corp.
- Exhibit D - Amended and Restated Certificate of Incorporation and Amended and Restated Bylaws of Reorganized Advanta
- Exhibit E - Amended and Restated Certificate of Incorporation and Amended and Restated Bylaws of Advanta Service Corp.

LIQUIDATING TRUST AGREEMENTS

- Exhibit 1.10 - AC Trust Agreement
- Exhibit 1.27 - Advanta Auto Finance Trust Agreement
- Exhibit 1.41 - Advanta Finance Trust Agreement
- Exhibit 1.46 - Advanta Trust Agreement
- Exhibit 1.57 - Advantennis Trust Agreement
- Exhibit 1.69 - AMCUSA Trust Agreement
- Exhibit 1.79 - ASSC Trust Agreement