

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

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*In re* : Chapter 11  
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ADVANTA CORP., *et al.*, : Case No. 09-13931 (KJC)  
:   
Debtors.<sup>1</sup> : (Jointly Administered)  
:   
: **Re: Docket Nos. 9, 27 & 411**  
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**NOTICE OF PARTIAL WITHDRAWAL OF MOTION**

PLEASE TAKE NOTICE that on November 8, 2009, Advanta Corp. and its affiliated debtors and debtors in possession (collectively, the “**Debtors**”) filed the *Motion of Debtors Pursuant to Sections 105(a) and 362 of the Bankruptcy Code (I) Establishing Notification Procedures Regarding Restrictions on Certain Transfers of Claims Against and Equity Interests in the Debtors and (II) Scheduling a Final Hearing* [Docket No. 9] (the “**Motion**”) to, among other things, establish restrictions and notification requirements with respect to the trading of Advanta Stock<sup>2</sup> and any options or similar interests to acquire such stock (the “**Equity Relief**”) and Claims against the Debtors (the “**Claims Relief**”).

PLEASE TAKE FURTHER NOTICE that on November 10, 2009, the United States Bankruptcy Court for the District of Delaware (the “**Bankruptcy Court**”) entered an

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<sup>1</sup> 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).

<sup>2</sup> Capitalized terms used herein and not otherwise defined shall have the meanings given them in the Motion.

interim order approving the Equity Relief requested in the Motion on an interim basis [Docket No. 27].

PLEASE TAKE FURTHER NOTICE that on April 8, 2010, the Bankruptcy Court entered a final order granting the Equity Relief on a final basis to the extent set forth therein [Docket No. 411]. While the Bankruptcy Court approved the Equity Relief on a final basis, the Debtors have not sought the Bankruptcy Court's approval of the Claims Relief and, since the filing of the Motion, have continued the hearing on such relief.

PLEASE TAKE FURTHER NOTICE that the Debtors hereby withdraw, without prejudice, the Motion solely to extent it seeks approval of the Claims Relief.

Dated: February 8, 2011  
Wilmington, Delaware

Respectfully submitted,

/s/ Zachary I. Shapiro

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