

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

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<i>In re</i>	:	Chapter 11
	:	
ADVANTA CORP., <i>et al.</i> ,	:	Case No. 09-13931 (KJC)
	:	
Debtors. <sup>1</sup>	:	(Jointly Administered)
	:	
	:	Hearing Date: October 27, 2010 at 3:00 p.m. (EDT)
	:	Re: Docket Nos. 484, 506, 507, 512, 513, 516, 522 & 532
	X	

**NOTICE OF FIRST INTERIM FEE HEARING**

PLEASE TAKE NOTICE that the following interim fee applications (each, an “*Interim Fee Application*” and collectively, the “*Interim Fee Applications*”) have been filed with the United States Bankruptcy Court for the District of Delaware (the “*Court*”), 824 Market Street, 3<sup>rd</sup> Floor, Wilmington, Delaware 19801 with respect to the above-captioned chapter 11 cases:

- First Interim Verified Fee Application of Warren H. Smith & Associates, P.C. As Fee Auditor (the “*Fee Auditor*”) for Allowance of Compensation and for Reimbursement of Expenses [Docket No. 484]
- First Interim Fee Application (of Richards, Layton & Finger, P.A. for Allowance of Compensation for Services Rendered and for Reimbursement of Expenses as Co-Counsel to the Debtors and Debtors in Possession for the Period from November 8, 2009 through March 31, 2010) [Docket No. 506]
- First Interim Fee Application Request (of KPMG LLP, as Auditors, Tax Consultants and Advisors to the Debtors and Debtors-in-Possession for Allowance of Compensation and Reimbursement of Expenses for the Period Beginning November 8, 2009 through March 31, 2010) [Docket No. 507]

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<sup>1</sup> The Debtors in these jointly administered chapter 11 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).

- First Interim Fee Application Request (of Latham & Watkins LLP for Allowance of Compensation for Services Rendered and for Reimbursement of Expenses as Counsel to the Committee for the Period from November 19, 2009 through March 31, 2010) [Docket No. 512]
- First Interim Fee Application Request (of FTI Consulting, Inc. Financial Advisor to the Official Committee of Unsecured Creditors, for Compensation and Reimbursement of Expenses Incurred for the Period November 24, 2009 through March 31, 2010) [Docket No. 513]
- First Interim Fee Application (of Alvarez & Marsal North America, LLC in Their Capacity as Financial Advisors to the Debtors and Debtors-in-Possession, for Compensation and Reimbursement of Expenses Incurred for the Period November 8, 2009 through March 31, 2010) [Docket No. 516]
- First Quarterly Application for Allowance of Compensation and Reimbursement of Expenses of Drinker Biddle & Reath LLP, Counsel for the Official Committee of Unsecured Creditors for the Period from November 23, 2009 through March 31, 2010 [Docket No. 522]
- Amended First Interim Fee Application Request (of Weil, Gotshal & Manges LLP for Allowance of Compensation for Services Rendered and for Reimbursement of Expenses Incurred as Counsel to the Debtors and Debtors in Possession for the Period from November 8, 2009 through March 31, 2010) [Docket No. 532]

PLEASE TAKE FURTHER NOTICE that, except as noted in any of the Interim Fee Applications, each Interim Fee Application seeks approval of the heldback fees for services rendered to the Debtors or the official committee of unsecured creditors for the period that includes all or part of November 8, 2009 through March 31, 2010 (the “*Interim Period*”). Each Interim Fee Application relates to monthly fee applications filed by each of the applicants during the Interim Period.

PLEASE TAKE FURTHER NOTICE that a hearing to consider the Interim Fee Applications (the “*Interim Fee Hearing*”) and any responses thereto will be held on **October 27, 2010 at 3:00 p.m. (EDT)** before The Honorable Kevin J. Carey, United States Bankruptcy Court Judge for the District of Delaware, in the Court, 824 North Market Street, 5<sup>th</sup> Floor,

Courtroom 5, Wilmington, Delaware 19801. The Interim Fee Hearing was scheduled in consultation with the Fee Auditor and with the Court's permission.

Dated: September 9, 2010  
Wilmington, Delaware

Respectfully submitted,

/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 -

Marcia L. Goldstein  
Robert J. Lemons  
WEIL, GOTSHAL & MANGES LLP  
767 Fifth Avenue  
New York, New York 10153  
Telephone: (212) 310-8000  
Facsimile: (212) 310-8007

ATTORNEYS FOR DEBTORS AND  
DEBTORS IN POSSESSION