

**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: December 16, 2010 at 3:30 p.m.**
-----X **Objection Deadline: December 7, 2010 at 5:00 p.m.**

**NOTICE OF HEARING TO CONSIDER APPROVAL OF
DISCLOSURE STATEMENT WITH RESPECT TO DEBTORS' JOINT
PLAN UNDER CHAPTER 11 OF THE BANKRUPTCY CODE
AND APPROVAL OF SOLICITATION PROCEDURES**

**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:**

Filing of the Proposed Disclosure Statement. On November 2, 2010, the Debtors filed (i) the *Debtors’ Joint Plan Under Chapter 11 of the Bankruptcy Code*, dated November 2, 2010 (the “**Proposed Plan**”), (ii) the proposed *Disclosure Statement for the Debtors’ Joint Plan Under Chapter 11 of the Bankruptcy Code*, dated November 2, 2010 (the “**Proposed Disclosure Statement**”); and (iii) a Motion for an Order (I) Approving the Proposed Disclosure Statement, (II) Approving Notice and Objection Procedures for the Disclosure Statement Hearing, (III) Establishing Solicitation and Voting Procedures, (IV) Scheduling a Confirmation Hearing, and (V) Establishing Notice and Objection Procedures for Confirmation of the Proposed Plan (the “**Motion**”).

Disclosure Statement Hearing. A hearing to consider approval of the Motion and the Proposed Disclosure Statement is scheduled on **December 16, 2010 at 3:30 p.m. (prevailing Eastern Time)** (the “**Disclosure Statement Hearing**”) before The Honorable Kevin J. Carey, United States Bankruptcy Judge, in Room 5 of the United States Bankruptcy Court for the District of Delaware (the “**Bankruptcy Court**”), 824 North Market Street, 5th Floor, Wilmington, Delaware 19801. The Disclosure Statement Hearing may be continued from time to time without further notice other than the announcement by the Debtors in open court of the

¹ 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.

adjourned date(s) at the Disclosure Statement 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 Disclosure Statement, if necessary, prior to, during, or as a result of the Disclosure Statement Hearing without further notice.

Notice of the Motion. Copies of the Motion will be provided only to the parties who have filed a notice of appearance and request for service in these cases. A copy of this Notice, however, is being sent to all creditors and equity holders of any of the Debtors and all other parties in interest, whether or not such parties filed a notice of appearance and request for service in these cases. If you would like a copy of the Motion, please contact The Garden City Group, Inc. at (866) 697-5647. Interested parties may also review the Motion free of charge at www.advantareorg.com.

Objections to the Motion and/or the Proposed Disclosure Statement.

Objections or responses to approval of the Proposed Disclosure Statement or any other relief requested in the Motion, if any, must (i) be in writing; (ii) conform to the Federal Rules of Bankruptcy Procedure and the Local Rules of Bankruptcy Practice and Procedure of the Bankruptcy Court; (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 approval of the Proposed Disclosure Statement or any other relief requested in the Motion must be filed, together with proof of service, with the Bankruptcy Court and be served, so as to be received no later than **December 7, 2010 at 5:00 p.m. (prevailing Eastern Time)**, upon:

<p>Debtors</p> <p>Advanta Corp. Plymouth Corporate Center 625 W. Ridge Pike Building E, Suite 100 Conshohocken, Pennsylvania 19428 Attn: Jay A. Dubow</p>	<p>Counsel to the Debtors</p> <p>Weil, Gotshal & Manges LLP, 767 Fifth Avenue New York, New York 10153 Attn: Robert J. Lemons Victoria Vron</p>
<p>Office of the U.S. Trustee</p> <p>The Office of the United States Trustee 844 King Street Suite 2207 Wilmington, Delaware 19801 Attn: David M. Klauder</p>	<p>Counsel to the Statutory Committee of Unsecured Creditors</p> <p>Latham & Watkins LLP 885 Third Avenue New York, NY 10022-4834 Attn: Roger G. Schwartz Adam J. Goldberg</p>

IF AN OBJECTION TO THE MOTION OR THE PROPOSED DISCLOSURE STATEMENT IS NOT FILED AND SERVED AS PRESCRIBED HEREIN, THE OBJECTING PARTY MAY BE BARRED FROM OBJECTING TO THE MOTION OR THE PROPOSED DISCLOSURE STATEMENT OR TO THE ADEQUACY THEREOF AND MAY NOT BE HEARD AT THE DISCLOSURE STATEMENT HEARING.

Additional Information. For more information about this notice or to obtain a copy of the Proposed Disclosure Statement, please contact The Garden City Group, Inc., the Debtors' solicitation agent, at (866) 697-5647.

Dated: November 2, 2010
Wilmington, Delaware

/s/ Zachary I. Shapiro

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