

**UNITED STATES BANKRUPTCY COURT  
DISTRICT OF DELAWARE**

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*In re* : Chapter 11  
:   
ADVANTA CORP., *et al.*, : Case No. 09-13931 (KJC)  
:   
Debtors. : (Jointly Administered)  
:   
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**NOTICE OF THE DEADLINE TO FILE PROOFS OF CLAIMS**

**TO ALL PERSON AND ENTITIES WITH CLAIMS AGAINST ANY OF THE FOLLOWING ENTITIES (collectively, the “Debtors”):**

Advanta Corp. (“ <i>Advanta Corp</i> ”) Case No. 09-13931	Advantennis Corp. Case No. 09-13941
Advanta Service Corp. Case No. 09-13932	Advanta Investment Corp. Case No. 09-13942
Advanta Business Services Corp. Case No. 09-13933	Advanta Advertising Inc. Case No. 09-13943
Advanta Shared Services Corp. Case No. 09-13934	Advanta Finance Corp. Case No. 09-13944
Advanta Business Services Holding Corp. Case No. 09-13935	Great Expectations International Inc. Case No. 09-13945
Great Expectations Franchise Corp. Case No. 09-13936	Advanta Ventures Inc. Case No. 09-14125
Advanta Mortgage Corp. USA Case No. 09-13937	Advanta Credit Card Receivables Corp. Case No. 09-14127
Advanta Mortgage Holding Company Case No. 09-13938	IdeaBlob Corp. Case No. 09-14129
Advanta Auto Finance Corporation Case No. 09-13939	BizEquity Corp. Case No. 09-14130
Great Expectations Management Corp. Case No. 09-13940	

**PLEASE TAKE NOTICE OF THE FOLLOWING:**

On November 8, 2009 and November 20, 2009 (the “*Commencement Dates*”), each of the Debtors filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code (the “*Bankruptcy Code*”).<sup>1</sup>

On April 7, 2010, the United States Bankruptcy Court for the District of Delaware (the “*Court*”) entered an order (the “*Bar Date Order*”) establishing **May 14, 2010 at 5:00 p.m. (Eastern Time)** (the “*Bar Date*”) as the deadline for all entities to file a proof of claim (“*Proof of Claim*”) with respect to any claim against any of the Debtors that arose prior to such Debtor’s

<sup>1</sup> The following Debtors filed voluntary petitions on November 20, 2009: Advanta Credit Card Receivables Corp., Advanta Ventures Inc., Ideablob Corp., and Bizequity Corp. All other Debtors filed voluntary petitions on November 8, 2009.

Commencement Date. The following are instructions for completing and submitting the Proof of Claim forms, including instructions as to who must file a Proof of Claim.

**A CLAIMANT SHOULD CONSULT AN ATTORNEY IF THE CLAIMANT HAS ANY QUESTIONS ABOUT WHETHER IT HAS A CLAIM OR ABOUT WHETHER TO FILE A PROOF OF CLAIM.**

**If you have any questions with respect to this notice, you may contact the Debtors' claim agent, The Garden City Group, Inc. ("GCG") at 1-866-697-5647 (toll-free) or 1-631-470-5000.**

**1. WHO MUST FILE A PROOF OF CLAIM**

You **MUST** file a Proof of Claim if you have a claim that arose prior to the relevant Debtor's Commencement Date, and it is not a claim described in Section 2 below. Acts or omissions of the Debtors that arose prior to the relevant Debtor's Commencement Date may give rise to claims against the Debtors that must be filed by the Bar Date notwithstanding that such claims may not have matured or become fixed or liquidated as of the relevant Debtor's Commencement Date. Except as otherwise set forth in Section 2, all entities (including, without limitation, individuals, partnerships, corporations, joint ventures, trusts, and Governmental Units) that assert a claim (as defined in section 101(5) of the Bankruptcy Code) against the Debtors that arose prior to the relevant Debtor's Commencement Date must file a Proof of Claim on or before the Bar Date (i.e., 5:00 p.m. (Eastern Time) on May 14, 2010).

Under section 101(5) of the Bankruptcy Code and as used herein, the word "claim" means: (i) a right to payment, whether or not such right is reduced to judgment, liquidated, unliquidated, fixed, contingent, matured, unmatured, disputed, undisputed, legal, equitable, secured, or unsecured; or (ii) a right to an equitable remedy for breach of performance if such breach gives rise to a right to payment, whether or not such right to an equitable remedy is reduced to judgment, fixed, contingent, matured, unmatured, disputed, undisputed, secured, or unsecured.

**2. WHO NEED NOT FILE A PROOF OF CLAIM**

Parties are **not** required to file a Proof of Claim by the Bar Date for the following claims:

- a. a claim asserted by any person or entity in a Proof of Claim that has already been properly filed against a Debtor with the Clerk of the United States Bankruptcy Court for the District of Delaware or GCG in a form substantially similar to Official Bankruptcy Form No. 10;
- b. a claim listed on a Debtor's Schedules and
  - i. the claim is **not** described as "disputed," "contingent," or "unliquidated" on the Schedules;

- ii. the claimant agrees with the amount, nature, and priority of the claim set forth in the Schedules; **and**
  - iii. the claimant agrees that the claim is an obligation of the specific Debtor that has listed the claim in its Schedules;
- c. a claim that has been allowed by order of the Court or satisfied in full prior to the Bar Date;
  - d. a claim against a Debtor by any direct or indirect subsidiary of Advanta (other than Advanta Bank Corp., which is not excused from the requirement to file Proofs of Claim); and
  - e. a claim allowable under sections 503(b) or 507(a) of the Bankruptcy Code as an administrative expense of the Debtors' chapter 11 cases **other than** administrative expenses allowable under section 503(b)(9) of the Bankruptcy Code.

**YOU SHOULD NOT FILE A PROOF OF CLAIM IF YOU DO NOT HAVE A CLAIM AGAINST ANY OF THE DEBTORS. THE FACT THAT YOU HAVE RECEIVED THIS NOTICE DOES NOT MEAN THAT YOU HAVE A CLAIM OR THAT THE DEBTORS OR THE COURT BELIEVE THAT YOU HAVE A CLAIM.**

Please note that the Debtors have been informed that the indenture trustee, The Bank of New York Mellon (the "***Indenture Trustee***"), under the indenture dated as of October 23, 1995 (the "***Indenture***"), intends to file a proof of claim (the "***Master Proof of Claim***") on behalf of itself and all holders (the "***Holders***") of the debt issued by Advanta under the Indenture, including the Investment Notes (the "***Investment Notes***") and the RediReserve Variable Certificates (the "***RediReserve Certificates***"), for principal, interest and any applicable fees and costs owed by Advanta. The Debtors have been advised that the Master Proof of Claim will **NOT** include claims that the individual Holders may have against any of the Debtors arising out of or relating to the Indenture other than claims for principal and interest. In respect of any Master Proof of Claim filed by the Indenture Trustee, the Indenture Trustee will rely solely on the records of Advanta, in its capacity as paying agent and securities registrar under the Indenture, for the amount of principal and interest owing.

### **3. CLAIMS ARISING UNDER EXECUTORY CONTRACTS AND UNEXPIRED LEASES**

If you are a party to an executory contract or unexpired lease with a Debtor and assert a claim for amounts accrued and unpaid as of such Debtor's Commencement Date pursuant to such executory contract or unexpired lease (other than a rejection damages claim), you **must** file a Proof of Claim for such amounts on or before the Bar Date unless an exception in Section 2 otherwise applies.

If you hold a claim that arises from the rejection of an executory contract or unexpired lease, you **must** file a Proof of Claim for claims arising from such rejection on or before the later of (i) **May 14, 2010 at 5:00 p.m. (Eastern Time)** and (ii) **5:00 p.m. (Eastern**

**Time**) on the date that is **thirty (30)** days following the effective date of such rejection (unless the order authorizing such rejection provides otherwise).

#### 4. **WHEN AND WHERE TO FILE**

All Proofs of Claim must be filed so as to be **received** on or before **the Bar Date** at the following address:

**By Mail:**

The Garden City Group, Inc.  
Attn: Advanta Corp.  
P.O. Box 9562  
Dublin, Ohio 43017-4862

**By Hand or Overnight Courier:**

The Garden City Group, Inc.  
Attn: Advanta Corp.  
5151 Blazer Parkway, Suite A  
Dublin, Ohio 43017

(the “*Advanta Claims Processing Center*”).

Proofs of Claims will be deemed timely filed only if **actually received** by the Advanta Claims Processing Center on or before the Bar Date. Proofs of Claims may **not** be delivered by facsimile, telecopy, or electronic mail transmission.

If you file a Proof of Claim and wish to receive a clocked-in copy by return mail, you must include with your Proof of Claim an additional copy of your Proof of Claim and a self-addressed, postage-paid envelope.

#### 5. **WHAT TO FILE**

You may receive a Debtor-specific Proof of Claim form for use in these chapter 11 cases; if your claim is scheduled by a Debtor, the form will also set forth the amount of your claim as scheduled by the Debtors, the specific Debtor against which the claim is scheduled and whether the claim is scheduled as disputed, contingent, or unliquidated. You will receive a different Proof of Claim form for each claim scheduled in your name by the Debtors. You may utilize the Proof of Claim form(s) provided by the Debtors to file your claim. Additional Proof of Claim forms may be obtained at **<http://www.uscourts.gov/bkforms>** or **[www.advantareorg.com](http://www.advantareorg.com)**.

If you file a Proof of Claim, your filed Proof of Claim must

- (i) if applicable, assert any priority status pursuant to section 507(a) of the Bankruptcy Code or administrative status pursuant to section 503(b)(9);

- (ii) be signed by the claimant or, if the claimant is not an individual, by an authorized agent of the claimant;
- (iii) include supporting documentation or, if voluminous, a summary or explanation as to why documentation is not available;
- (iv) be in the English language;
- (v) be denominated in United States currency; and
- (vi) conform substantially with the Proof of Claim Form provided to you with this notice or the Official Bankruptcy Form No. 10 (which is available at <http://www.uscourts.gov/bkforms>).

Any holder of a claim against more than one Debtor must file a separate Proof of Claim against each Debtor, and all holders of claims must identify on their Proof of Claim the specific Debtor against which the claim is asserted and the case number of that Debtor's bankruptcy case. The Debtors' names and case numbers are set forth above.

**YOU SHOULD ATTACH TO YOUR COMPLETED PROOF OF CLAIM FORM COPIES OF ANY WRITINGS UPON WHICH YOUR CLAIM IS BASED.**

**6. CONSEQUENCES OF FAILURE TO FILE A PROOF OF CLAIM BY THE BAR DATE**

**In the event a Debtor receives a discharge under a chapter 11 plan, any holder of a claim against such Debtor who is required, but fails, to file a Proof of Claim in accordance with the Bar Date Order on or before the Bar Date shall be forever barred, estopped, and enjoined from asserting such claim against the Debtor (or filing a Proof of Claim with respect thereto), and such Debtor and its property shall be forever discharged from any and all indebtedness or liability with respect to such claim.**

**Except for a holder who holds a claim against the Debtors with respect to which claim the trustee or the administrative agent files a Proof of Claim, any holder of a claim against the Debtors who is required, but fails, to file a Proof of Claim in accordance with this Order on or before the Bar Date, shall not be permitted to vote to accept or reject any chapter 11 plan filed in these chapter 11 cases (whether a plan of liquidation or reorganization) or receive further notices regarding such claim.**

**Any holder of a claim against any of the Debtors who files a proof of claim but fails to assert the claim's priority or administrative status shall be forever barred, estopped, enjoined from asserting such priority or administrative claim.**

**Holders of claims against the Debtors should be aware that the Debtors do not expect, under the terms of any chapter 11 plan, to withhold distributions from their creditors to reserve for any claims that are not asserted in a Proof of Claim filed in accordance with the Bar Date Order on or before the proposed Bar Date.**

## 7. THE DEBTORS' SCHEDULES AND ACCESS THERETO

You may be listed in the Schedules as the holder of a claim against one or more of the Debtors.<sup>2</sup>

To determine if and how you are listed on the Schedules, please refer to the description set forth on the customized Proof of Claim you have received regarding the nature, amount, and status of your claim(s). If you received postpetition payments from the Debtors (which payments were authorized by the Court) on account of your claim(s) prior to the filing of the Debtors' Schedules, the Proof of Claim form(s) will reflect the net amount of your claim(s) (*i.e.*, the amount listed in the Schedules reduced by the postpetition payments). If the Debtors believe that you hold claims against more than one Debtor, you will receive multiple Proofs of Claim, each of which will reflect the nature and amount of your claims, as listed in the Schedules.

If you rely on the Debtors' Schedules, it is your responsibility to determine that the claim is accurately listed in the Schedules.

As set forth above, if you agree with the nature, amount, and status of your claim as listed in the Debtors' Schedules, and if you do not dispute that your claim is only against the Debtor specified, and if your claim is not described as "disputed," "contingent," or "unliquidated," you need not file a Proof of Claim. If you decide to file a Proof of Claim, you must do so before the Bar Date, in accordance with the procedures set forth in this Notice.

Interested parties may examine copies of the Schedules for free at [www.advantareorg.com](http://www.advantareorg.com) or for a fee on the Court's electronic docket <http://ecf.deb.uscourts.gov> (a PACER login and password are required and can be obtained through the PACER Service Center at <http://.pacер.psc.uscourts.gov>).

DATED: April 13, 2010  
Wilmington, Delaware

BY ORDER OF THE COURT

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<sup>2</sup> Holders of Investment Notes and the RediReserve Certificates were not individually listed on the Schedules. The aggregate principal amount of the Investment Notes and RediReserve Certificates was listed on the Schedules together with the Indenture Trustee as creditor.