

**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.<sup>1</sup> : (Jointly Administered)  
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**NOTICE OF COMMENCEMENT OF CHAPTER 11 BANKRUPTCY  
CASES, MEETING OF CREDITORS AND FIXING OF CERTAIN DATES**

On November 8, 2009 the debtors and debtors-in-possession (except those Debtors noted below with an asterisk who filed November 20, 2009) in the above-captioned cases (collectively, the “Debtors”) each filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532, (as amended, the “Bankruptcy Code”). The Debtors, and their respective addresses, case numbers, and federal tax identification numbers are as follows:

<b><u>DEBTOR</u></b> <b>(Other names, if any, used by the Debtor in the last six years)</b>	<b><u>ADDRESS</u></b>	<b><u>CASE NO.</u></b>	<b><u>EID #</u></b>
Advanta Corp. (Teacher Service Organization, Inc., TSO Financial Corp.)	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477-0844	09-13931 (KJC)	23-1462070
Advanta Investment Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13942 (KJC)	23-2765627
Advanta Business Services Holding Corp. (Advanta Leasing Holding Corp.)	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13935 (KJC)	51-0334047
Advanta Business Services Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13933 (KJC)	23-2333786

<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), Great Expectations International Inc. (0440), Great Expectations Franchise Corp. (3326), Great Expectations Management Corp. (3328), Advanta Ventures Inc. (5127), Advanta Credit Card Receivables Inc. (7965), Ideablob Corp. (0726), and BizEquity Corp. (8960). Each of the Debtors (other than the Great Expectations entities and Advanta Credit Card Receivables Corp.) maintains its principal corporate office at Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477-0844. The Great Expectations entities maintain their principal corporate office at 1209 Orange Street, Wilmington, Delaware 19801. Advanta Credit Card Receivables Corp. maintains its principal office at 2215 B Renaissance Drive, Suite 5, Las Vegas, NV 89119.

<b><u>DEBTOR</u></b> <b>(Other names, if any, used by the Debtor in the last six years)</b>	<b><u>ADDRESS</u></b>	<b><u>CASE NO.</u></b>	<b><u>EID #</u></b>
Advanta Shared Services Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13934 (KJC)	23-3097074
Advanta Service Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13932 (KJC)	23-2765625
Advanta Advertising Inc.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13943 (KJC)	23-2440186
Advantennis Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13941 (KJC)	23-2692355
Advanta Mortgage Holding Company	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13938 (KJC)	52-0325221
Advanta Auto Finance Corporation	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13939 (KJC)	23-2826077
Advanta Mortgage Corp. USA (Advanta Mortgage Corp. of Delaware II)	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13937 (KJC)	23-2532654
Advanta Finance Corp.	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-13944 (KJC)	23-2778991
Great Expectations International Inc.	1209 Orange Street, Wilmington, Delaware 19801	09-13945 (KJC)	95-4510440
Great Expectations Franchise Corp.	1209 Orange Street, Wilmington, Delaware 19801	09-13936 (KJC)	95-4513326
Great Expectations Management Corp.	1209 Orange Street, Wilmington, Delaware 19801	09-13940 (KJC)	95-4513328
Advanta Ventures Inc.*	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-14125 (KJC)	26-3295127
Advanta Credit Card Receivables Corp.*	2215 B Renaissance Drive, Suite 5, Las Vegas, NV 89119	09-14127 (KJC)	20-5747965
Ideablob Corp.*	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-14129 (KJC)	26-3860726
BizEquity Corp.*	Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477	09-14130 (KJC)	26-3298960

**DATE, TIME AND LOCATION OF MEETING OF CREDITORS.** In accordance with section 341 of the Bankruptcy Code, a meeting of the Debtors' creditors will be conducted on **December 17, 2009 at 1 p.m. (Eastern Standard Time) at the J. Caleb Boggs Federal Building, 844 King Street, 2nd Floor, Room 2112, Wilmington, Delaware 19801.**

**DEADLINE TO FILE A PROOF OF CLAIM.** Notice of a deadline will be sent at a later time.

NAME, ADDRESS AND TELEPHONE NUMBER OF TRUSTEE. None appointed to date.

PROPOSED CO-COUNSEL FOR THE DEBTORS.

WEIL, GOTSHAL & MANGES LLP

Marcia L. Goldstein, Esq.

Robert J. Lemons, Esq.

767 Fifth Avenue

New York, New York 10153

RICHARDS, LAYTON & FINGER, P.A

Mark D. Collins, Esq. (No. 2981)

Paul N. Heath, Esq. (No. 3704)

One Rodney Square

920 North King Street

Wilmington, Delaware 19801

COMMENCEMENT OF CASES. Petitions for reorganization under chapter 11 of the Bankruptcy Code have been filed in this Court by the Debtors, and orders for relief have been entered. You will not receive notice of all documents filed in these cases. All documents filed with the Court, including lists of the Debtors' property and debts, will be available for inspection at the Office of the Clerk of the Bankruptcy Court. In addition, such documents may be available at [www.deb.uscourts.gov](http://www.deb.uscourts.gov) or <http://www.advantareorg.com/>.

PURPOSE OF CHAPTER 11 FILING. Chapter 11 of the Bankruptcy Code enables a debtor to reorganize pursuant to a plan. A plan is not effective unless approved by the Court at a confirmation hearing. Creditors will be given notice concerning any plan, or in the event the cases are dismissed or converted to another chapter of the Bankruptcy Code. The Debtors will remain in possession of their property and will continue to operate their business unless a trustee is appointed.

CREDITORS MAY NOT TAKE CERTAIN ACTIONS. A creditor is anyone to whom a debtor owes money or property. Under the Bankruptcy Code, a debtor is granted certain protection against creditors. Common examples of prohibited actions by creditors are contacting a debtor to demand repayment, taking action against a debtor to collect money owed to creditors or to take property of a debtor, and starting or continuing foreclosure actions or repossessions. If unauthorized actions are taken by a creditor against a debtor, the Court may penalize that creditor. A creditor who is considering taking action against a debtor or the property of a debtor should review section 362 of the Bankruptcy Code and seek legal advice. The staff of the Clerk of the Bankruptcy Court is not permitted to give legal advice.

MEETING OF CREDITORS. The Debtors' representative, as specified in Rule 9001(5) of the Federal Rules of Bankruptcy Procedure (the "Bankruptcy Rules"), is required to appear at the meeting of creditors on the date and at the place set forth above for the purpose of being examined under oath. Attendance by creditors at the meeting is welcomed, but not required. At the meeting, the creditors may examine the Debtors' representative and transact such other

business as may properly come before the meeting. The meeting may be continued or adjourned from time to time by notice at the meeting, without further written notice to the creditors.

**PROOF OF CLAIM.** Schedules of creditors will be filed pursuant to Bankruptcy Rule 1007. Any creditor holding a scheduled claim which is not listed as disputed, contingent, or unliquidated as to amount may, but is not required to, file a proof of claim in these cases. Creditors whose claims are not scheduled or whose claims are listed as disputed, contingent, or unliquidated as to amount and who desire to participate in these cases or share in any distribution must file their proofs of claim. A creditor who desires to rely on the schedule of creditors has the responsibility for determining that the claim is listed accurately. **Separate notice of the deadlines to file proofs of claim and proof of claim forms will be provided to the Debtors' known creditors.** Proof of claim forms also are available in the clerk's office of any bankruptcy court. Proof of claim forms also are available from the Court's web site at [www.deb.uscourts.gov](http://www.deb.uscourts.gov). **The Garden City Group, Inc.** is the claims agent in these cases and can provide a proof of claim form if you cannot obtain one from your local bankruptcy court. **The Garden City Group, Inc.** can be reached as follows:

**CLAIMS AGENCY.**

The Garden City Group, Inc.  
Attn: Advanta Corp.  
P.O. Box 9562  
Dublin, Ohio 43017-4862  
Telephone: 1-800-223-7074  
<http://www.advantareorg.com/>

**DISCHARGE OF DEBTS.** Confirmation of a chapter 11 plan may result in a discharge of debts, which may include all or part of your debt. *See* Bankruptcy Code § 1141(d). A discharge means that you may never try to collect the debt from the debtors, except as provided in the plan.

Dated: November 24, 2009

For the Court: /s/ David D. Bird  
Clerk of the Bankruptcy Court