

**UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE**

-----X	:	
<i>In re</i>	:	Chapter 11
	:	
ADVANTA CORP., <i>et al.</i> ,	:	Case No. 09-13931 (KJC)
	:	
Debtors. ¹	:	(Joint Administration Requested)
	:	
-----X		

**NOTICE OF (I) FILING OF BANKRUPTCY PETITIONS AND RELATED
PLEADINGS AND (II) NOTICE OF HEARING ON FIRST DAY
MOTIONS SCHEDULED FOR NOVEMBER 10, 2009 AT 1:00 P.M.**

TO: ALL PARTIES IN INTEREST

PLEASE TAKE NOTICE that on November 8, 2009, the above-captioned debtors and debtors-in-possession (the “*Debtors*”) filed voluntary petitions for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532.

PLEASE TAKE FURTHER NOTICE that in addition to the filing of the voluntary petitions, the Debtors have filed the following first day motions and related pleadings (collectively, the “*First Day Motions*”):

¹ 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), and Great Expectations Management Corp. (3328). Each of the Debtors (other than the Great Expectations entities) 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.

A. First-Day Declaration

1. Declaration of William A. Rosoff in Support of the Debtors' Chapter 11 Petitions and First-Day Motions [Docket No. 3 - filed November 8, 2009]

B. First-Day Motions

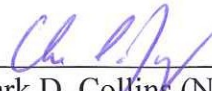
1. Motion of the Debtors for an Order Directing Joint Administration of Chapter 11 Cases Pursuant to Rule 1015(b) of the Federal Rules of Bankruptcy Procedure [Docket No. 2 - filed November 8, 2009]
2. Debtors' Application for Authority to (I) Employ and Retain the Garden City Group, Inc. as Claims and Noticing Agent for the Debtors and (II) Appoint the Garden City Group, Inc. as Agent of the Bankruptcy Court [Docket No. 4 - filed November 8, 2009]
3. Motion of Debtors for Authority (A) To (I) Pay Certain Employee Compensation and Benefits and (II) Maintain and Continue Such Benefits and Other Employee-Related Programs and (B) For the Debtors' Financial Institutions to Honor and Process Checks and Transfers Related to Such Obligations Pursuant to Sections 105(a), 363(b), and 507(a) of the Bankruptcy Code [Docket No. 5 - filed November 8, 2009]
4. Motion of Debtors for an Order Pursuant to Sections 105(a), 362(d), 363(b), and 503(b) of the Bankruptcy Code (I) Authorizing the Debtors to (a) Continue Their Workers' Compensation Programs and Their Liability, Property, and Other Insurance Programs and (B) Pay Certain Obligations in Respect Thereof and (II) Authorizing and Directing the Debtors' Financial Institutions to Honor and Process Checks and Transfers Related to Such Obligations [Docket No. 6 - filed November 8, 2009]
5. Motion of Debtors for Authority to Pay Certain Prepetition Taxes and Other Governmental Assessments Pursuant to Sections 363(b), 507(a)(8) and 541 of the Bankruptcy Code [Docket No. 7 - filed November 8, 2009]
6. Motion of Debtors for an Order Pursuant to Sections 105(a), 345(b), and 363(c) of the Bankruptcy Code (I) Authorizing the Debtors to (A) Continue Their Existing Cash Management System, and (B) Maintain Their Existing Bank Accounts and Business Forms, and (II) Granting an Extension of Time to Comply With Section 345(b) of the Bankruptcy Code [Docket No. 8 - filed November 8, 2009]
7. 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 - filed November 8, 2009]

8. Motion of Debtors Pursuant to Sections 105(a) and 366 of the Bankruptcy Code for an Interim and Final Order (I) Prohibiting Utilities From Altering, Refusing, or Discontinuing Service; (II) Approving the Debtors' Proposed Adequate Assurance; and (III) Approving Procedures for Resolving Requests for Additional Adequate Assurance [Docket No. 10 - filed November 8, 2009]

PLEASE TAKE FURTHER NOTICE that a hearing (the "First Day Hearing") with respect to the First Day Motions is scheduled for **November 10, 2009 at 1:00 p.m. (Eastern Standard Time)** at the United States Bankruptcy Court for the District of Delaware, 824 North Market Street, 6th Floor, Courtroom 3, Wilmington, Delaware 19801 before The Honorable Kevin Gross, United States Bankruptcy Judge for the District of Delaware.

PLEASE TAKE FURTHER NOTICE that all objections, if any, to the First Day Motions may be made at the First Day Hearing.

Dated: November 9, 2009
Wilmington, Delaware



Mark D. Collins (No. 2981)
Paul N. Heath (No. 3704)
Chun I. Jang (No. 4790)
Julie A. Finocchiaro (No. 5303)
RICHARDS, LAYTON & FINGER, P.A.
One Rodney Square
920 North King Street
Wilmington, Delaware 19801
Telephone: (302) 651-7700
Facsimile: (302) 651-7701

- and -

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

PROPOSED ATTORNEYS FOR
DEBTORS AND DEBTORS IN
POSSESSION