

**IN THE 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.<sup>1</sup> : (Jointly Administered)  
-----X

**AFFIDAVIT OF PUBLICATION OF ANNA DICKERSON OF NOTICE OF THE  
DEADLINE TO FILE PROOFS OF CLAIMS IN THE PHILADELPHIA INQUIRER**

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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), BizEquity 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). Each of the Debtors (other than Advanta Credit Card Receivables Corp. and the Great Expectations entities) maintains its principal corporate office at Welsh & McKean Roads, P.O. Box 844, Spring House, Pennsylvania 19477-0844. Advanta Credit Card Receivables Corp. maintains its principal corporate office at 2215 B. Renaissance Drive, Suite 5, Las Vegas, Nevada 89119, and the Great Expectations entities maintain their principal corporate office at 1209 Orange Street, Wilmington, Delaware 19801.

**Proof of Publication in The Philadelphia Inquirer**  
**Under Act. No 160, P.L. 877, July 9, 1976**

*STATE OF PENNSYLVANIA*  
*COUNTY OF PHILADELPHIA*

Copy of Notice of Publication

Anna Dickerson being duly sworn, deposes and says that **The Philadelphia Inquirer** is a daily newspaper published at Broad and Callowhill Streets, Philadelphia, Pennsylvania, which was established in the year 1829, since which date said daily newspaper has been regularly published and distributed in said County, and that a copy of the printed notice of publication is attached hereto exactly as the same was printed and published in the regular editions and issues of said daily newspaper on the following dates:

April 15, 2010

Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

*Anna Dickerson*

Sworn to and subscribed before me this 15<sup>th</sup> day of  
April, 2010.

*Mary Anne Logan*  
Notary Public

My Commission Expires:

NOTARIAL SEAL  
Mary Anne Logan, Notary Public  
City of Philadelphia, Phila. County  
My Commission Expires March 30, 2013

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## Legal Notices

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**UNITED STATES BANKRUPTCY COURT - DISTRICT OF DELAWARE**  
In re  
**ADVANTA CORP., et al.,**  
Debtors.  
Chapter 11  
Case No. 09-13931 (KJC)  
(Jointly Administered)

### 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. ("Advanta") (Case No. 09-13931); Advanta Service Corp. (Case No. 09-13932); Advanta Business Services Corp. (Case No. 09-13933); Advanta Shared Services Corp. (Case No. 09-13934); Advanta Business Services Holding Corp. (Case No. 09-13935); Great Expectations Franchise Corp. (Case No. 09-13936); Advanta Mortgage Corp. USA (Case No. 09-13937); Advanta Mortgage Holding Company (Case No. 09-13938); Advanta Auto Finance Corporation (Case No. 09-13939); Great Expectations Management Corp. (Case No. 09-13940); Advantentis Corp. (Case No. 09-13941); Advanta Investment Corp. (Case No. 09-13942); Advanta Advertising Inc. (Case No. 09-13943); Advanta Finance Corp. (Case No. 09-13944); Great Expectations International Inc. (Case No. 09-13945); Advanta Ventures Inc. (Case No. 09-14125); Advanta Credit Card Receivables Corp. (Case No. 09-14127); IdeaBib Corp. (Case No. 09-14129); and BizEntity Corp. (Case No. 09-14130).

**PLEASE TAKE NOTICE OF THE FOLLOWING:**  
On November 8, 2009 and November 20, 2009, each of the Debtors filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code (the "Bankruptcy Code").

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 each entity to file a proof of claim ("Proof of Claim") with respect to any claim against any of the Debtors that arose prior to such Debtors' 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, UNLESSING 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 1-866-497-5647 (toll-free) or 3-651-470-3000.

**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 if it is not a claim described in Section 541(c) or 541(d) of the Bankruptcy Code. Claims that arise 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.

Under section 101(5) of the Bankruptcy Code and as used herein, the word "claim" means: (a) 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 (b) 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 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;
- a claim listed on a Debtor's Schedules and:
  - the claim is not described as "disputed," "contingent," or "unliquidated" on the Schedules;
  - the claimant agrees with the amount, nature, and priority of the claim set forth in the Schedules; and
  - the claimant agrees that the claim is an obligation of the specific Debtor that has listed the claim in its Schedules;
- a claim that has been allowed by order of the Court or satisfied in full prior to the Bar Date;
- 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
- 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 those administrative expenses allowable under section 503(d)(1)(B) of the Bankruptcy Code.

**YOU SHOULD NOT FILE A PROOF OF CLAIM IF YOU DO NOT HAVE A CLAIM AGAINST ANY OF THE DEBTORS.**

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 Redi Reserve Variable Certificates (the "Redi Reserve 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 based on such rejection on or before the later of (i) the 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, teletype or electronic mail transmission.

If you file a Proof of Claim and wish to receive a docketed 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 must file a Proof of Claim form which conforms substantially with the Proof of Claim form that is available at [www.advantareorg.com](http://www.advantareorg.com) or the Official Bankruptcy Form No. 10 that is available at [www.uscourts.gov/bkforms](http://www.uscourts.gov/bkforms).

In addition, if you file a Proof of Claim, your filed Proof of Claim form must:

- if applicable, assert any priority status pursuant to section 507(a) of the Bankruptcy Code or administrative status pursuant to section 503(b)(1)(B);
- be signed by the claimant or, if the claimant is not an individual, by an authorized agent of the claimant;
- include supporting documentation or, if voluminous, attach a summary or explanation as to why documentation is not available;
- be in the English language; and
- be denominated in United States currency.

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 THEREFO.** You may be listed in the Schedules as the holder of a claim against one or more of the Debtors. 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://ecl.ded.uscourts.gov> (a PACER login and password are required and can be obtained through the PACER Service Center at <http://www.pacer.uscourts.gov>).

If you rely on the Debtors' Schedules, it is your responsibility to determine that the claims 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. Otherwise, or 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.

DATED: April 13, 2010, Wilmington, Delaware BY ORDER OF THE COURT

The following Debtors filed voluntary petitions on November 20, 2009: Advanta Credit Card Receivables Corp., Advanta Ventures Inc., IdeaBib Corp., and BizEntity Corp. All other Debtors filed voluntary petitions on November 8, 2009.

**PUBLIC NOTICE**  
**SUBMITTAL OF A HAZARDOUS WASTE**  
**PERMIT RENEWAL APPLICATION**  
Permit No. 2-0000050412

**Public Auction/Sale: May 4, 2010 @ 3:00 PM**  
Item to be sold: **Plenary Retail Consumption**  
**Liquor License w/Broad Package Privilege**  
City of North Wildwood, Liquor License #  
1007-02-016-008