IN THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE

ORDER AUTHORIZING THE DEBTORS TO REJECT CERTAIN UNEXPIRED MAILING SYSTEM LEASE

Upon the motion (the "*Motion*"), dated September 7, 2010, of Advanta Corp. and its affiliated debtors in the above-referenced chapter 11 cases, as debtors and debtors in possession (collectively, the "*Debtors*"), pursuant to section 365 of title 11 of the United States Code (the "*Bankruptcy Code*"), for approval of their rejection of the Lease, 2 as more fully described in the Motion; and the Court having jurisdiction to consider the Motion and the relief requested therein pursuant to 28 U.S.C. §§ 157 and 1334; and consideration of the Motion and the requested relief being a core proceeding pursuant to 28 U.S.C. § 157(b); and venue being proper before this Court pursuant to 28 U.S.C. §§ 1408 and 1409; and due and proper notice of the Motion having been provided to the Notice Parties; and the relief requested in the Motion being in the best interests of the Debtors, their respective estates and their respective creditors; and the Court having reviewed the Motion; and the Court having determined that the legal and

¹ The Debtors in these cases 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), Advantanis 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).

² Capitalized terms used and not otherwise defined herein shall have the meanings ascribed to them in the Motion.

factual bases set forth in the Motion establish just cause for the relief granted herein; and upon all of the proceedings had before the Court, and upon the record of the hearing on the Motion, and after due deliberation and sufficient cause appearing therefor, it is

ORDERED that pursuant to sections 365(a) of the Bankruptcy Code, the rejection of the Lease is hereby approved, and the Lease shall be deemed rejected, without further action on the part of the Debtors, effective as of September 1, 2010; and it is further

ORDERED that all claims for damages arising as a result of the rejection of the Lease shall be filed within thirty (30) days of entry of this Order; and it is further

ORDERED that nothing herein shall constitute a waiver by the Debtors of any potential claims any of them may have related to the Lease; and it is further

ORDERED that this Court shall retain jurisdiction to hear and determine all matters arising from or related to the implementation, interpretation and/or enforcement of this

Order.

Dated: September 1, 2010 Wilmington, Delaware

THE HONORABLE KEVIN J. CARE

CHIEF UNITED STATES BANKRUPTCY JUDGE