

PROMEGA NOW

News from Promega and the world of Life Sciences

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DRUG DISCOVERY & SCREENING EDITION

Issue 25

Luciferase reporter technology

UK Pharmaceutical company reviews pGL4

Turning the light on protease assays

Promega's bioluminescent assays

Competition

Win a case of fine wines!



Promega



welcome

Promega now offers a broad range of Drug Discovery solutions. As our solutions for applied life science research have expanded, we feel it is appropriate to create a newsletter dedicated to this important area of our business.

2006 seems to have been the year of big projects and big moves in both the research community and the life science industry. The Biotechnology and Biological Sciences Research Council (BBSRC) & Engineering and Physical Sciences Research Council (EPSRC) joined together to finance six Systems Biology centres around the country with an investment of £43 million and a further £35 million from the BBSRC to support Systems Biology research in universities. The UK BioBank, hosted by Manchester University, started recruiting the first of a planned 500,000 participants to what will be the biggest medical experiment in the world, costing £61 million and providing an unprecedented epidemiological background for genetic studies.

Meanwhile, life science supply companies have been through a staggering series of mergers, acquisitions and takeovers, creating some large conglomerates. Whether the benefits will be



felt most by the researcher or the shareholders have yet to be seen but the likelihood is that there is more to come in 2007.

As a privately owned company, we at Promega are dedicated to remain committed to serving the needs of our customers.

We hope you enjoy our new and improved newsletter and wish you every success in the New Year.

Derek McCall
Managing Director, Promega UK

Luciferase reporter technology – see the light!

Promega's pGL4 luciferase vector series has just been expanded to make life even easier. Vectors are now available with minimal promoters, enabling easy study of response elements. In addition, minimal promoter vectors are available with a choice of a cAMP, NFAT or GAL4UAS response elements already present. (Figure 1).

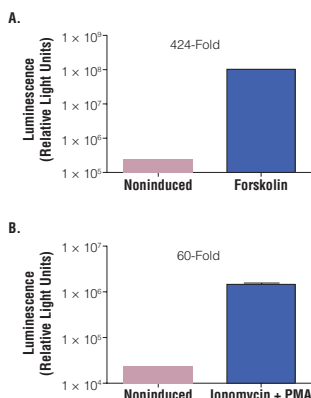


Figure 1. CRE and NFAT Induction. High levels of reporter induction for (A) pGL4.29[luc2P/CRE/Hygro] and (B) pGL4.30[luc2P/NFAT-RE/Hygro] in transient transfection of HEK 293 cells.

pGL4 vectors offer improved sensitivity and biological relevance due to:

- ¥ Increased reporter gene expression
- ¥ Reduced background and risk of expression artifacts
- ¥ Improved temporal response owing to destabilised luciferase genes

Couple any pGL4 vector with Promega's luciferase assay reagents, such as Dual-Luciferase[®] Assay Reagent, Dual-Glo[™], Bright-Glo[™], Steady-Glo[®] or EnduRen[™] to create an ultra-sensitive cell-based assay that enables you to accurately probe the regulation and activity of a protein or a pathway within the cell.

“ My Scientist has been generating some excellent data with your pGL4 construct. I must say I was a little sceptical but I am impressed. The assay time has decreased by half so we are very pleased. The Steady Glo reagent was also superior to our existing reagent. **”**

Group Leader,
Assay Validation, UK Pharmaceutical Company

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For more information go to www.promega.com/uk/pgl4 or order pGL4 and luciferase assay brochures on the faxback form.



Win a case of fine wines!

For your chance to win **one of 50 cases of fine wines*** simply enter our prize draw competition. To enter you will need to complete the seven missing letters in the table below which spell out a word, using references from the 2007 Promega catalogue.

*Case can be delivered to your home address upon request once you have been identified as a winner.



Instructions:

Use the first letter of the missing word in our clues below to spell out the word in the table on the faxback form. The missing words can be found in the features section of our catalogue pages on the page numbers referenced.

1. **Page 49** Measure the number of _____ and Dead Cells in Culture Simultaneously
2. **Page 242** Generate _____ Protein
3. **Page 303** Blue/White _____-Qualified
4. **Page 156** _____ Reporter Gene Expression
6. **Page 120** Safety and _____
8. **Page 85** _____ Labelled Fusion Proteins Using SDS-PAGE, Mass, Spectrometry, etc
9. **Page 97** Enjoy Amazing _____

Terms and conditions:

Entrants must provide the entry details as specified.

Competition open to UK and overseas residents. There will be one prize draw for a chance to win one of 50 cases of fine wines, combining entrants from all countries.

Only one entry per person is permitted.

The prize may not be transferred to any other person.

No cash alternative or alternative prize is available on request, but in the event of the advertised prize being unavailable we reserve the right to offer an alternative prize of equal or greater value.

Prize draw will take place on 28th February 2007.

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You can also enter our competition or request information by emailing: ukmarketing@promega.com or online at: www.promega.com/uk/competition

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
				F		R			E



faxback 0800 9803966

PLEASE COMPLETE WITH YOUR BUSINESS CONTACT DETAILS

Title: _____

First Name: _____

Surname: _____

Dept: _____

Institute/Company: _____

Address: _____

Postcode: _____ Telephone: _____



please send me the following



2007 Promega Life Sciences Catalogue



BR160 — pGL4 Brochure



UKBR59 — Luciferase Assay Brochure



BR120 — RNA Brochure

IP100 — Protease Assay Information Pack

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Did you know?

The longest cells in the human body are the motor neurons. They can be up to 4.5 feet (1.37 meters) long and run from the lower spinal cord to the big toe.

