

ACTIVE  MOTIF®

Tools to Analyze Nuclear Function

Win a **Wii**.



New Tools for
Chromatin Biology and Epigenetics

Spring 2010

▶ Limited Time **INTRODUCTORY PRICING**



NEW! GenoMatrix™ Whole Genome DNA Amplification Kit

Introductory
20% DISCOUNT

The **GenoMatrix Whole Genome DNA Amplification Kit** allows for up to 500-fold amplification of genomic DNA starting with only 10 ng of material. It is simple, quick and all the reagents are included.

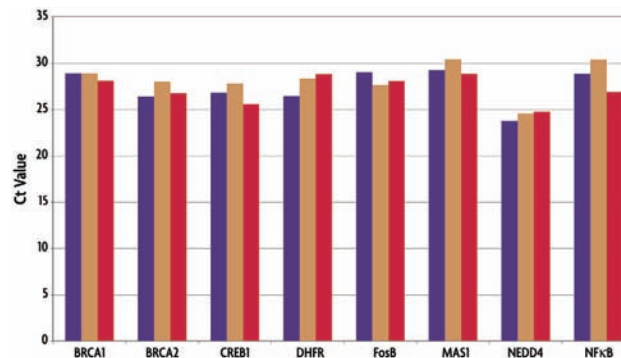
GenoMatrix is compatible with Active Motif's ChIP-IT™ Kits for chromatin immunoprecipitation and the MethylCollector™ Kits for studying DNA methylation.

- **BIAS FREE AMPLIFICATION** of genomic DNA, even from small amounts of sample
- **PRESERVE THE ORIGINAL SEQUENCE** representation of your starting material
- **OBTAIN ENOUGH DNA** for genome-wide applications that demand large amounts of DNA, such as microarray hybridization

SAVE 20%

Through the end of March 2010, receive 20% off your purchase of Active Motif's new GenoMatrix Kit.

Check out the complete line of kits for chromatin immunoprecipitation, DNA methylation analysis and epigenetics at www.activemotif.com.



Bias-free amplification of DNA

Representative and quantitative DNA amplification without sequence bias.

Quantitative real-time PCR was carried out on DNA samples using primers indicated below each data set and the Ct value for each sample plotted. The DNA was derived from an original DNA sample amplified using the GenoMatrix Whole Genome Amplification Kit (red bars), amplified with a competitor's whole genome amplification kit (copper bars) or not subjected to whole genome amplification (purple bars).

Product	Format	Catalog No.
GenoMatrix™ Whole Genome Amplification Kit	NEW 50 rxns	58001
ChIP-IT™ Express	25 rxns	53008
MethylCollector™	25 rxns	55002
MethylCollector™ Ultra	30 rxns	55005

TO PLACE AN ORDER, please call +32 (0)2 653 0001 (Europe) or email eurotech@activemotif.com. Simply cite the code **SP1-0110** when you place your order to receive your discount. Please see our website at www.activemotif.com/promotion for more complete details.

Speed up your Chromatin IP

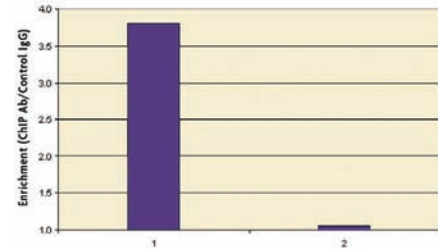
FAST magnetic bead-based ChIP-IT™ Express Kits

Active Motif's growing family of ChIP-IT™ Express products provides you with everything you need to get reliable results in the shortest time possible.

- **FASTER PROCEDURE** – complete in just one day
- **SIMPLIFIED WASH STEPS** – magnetic sorting enhances reproducibility
- **NO PRE-BLOCKING NEEDED** – magnetic beads offer a dramatic reduction of non-specific chromatin binding
- **LESS EFFORT REQUIRED** – fewer washes, no need for DNA purification
- **MORE EFFICIENT** – perform ChIP with fewer cells
- **VERSATILE** – use ChIP-IT Kits with our extensive line of ChIP-validated antibodies
- **FLEXIBLE** – use sonication or enzymatic methodology

Contact us at eurotech@activemotif.com and we'll send you a list of publications that cite the use of our ChIP-IT products.

For full details on our complete line of related products, please visit us at www.activemotif.com/info to request (or download) your free copy of our *Chromatin Biology and Epigenetics Handbook*. See back panel for more information.



Chromatin IP of HeLa cell chromatin (qPCR Analysis).

ChIP-IT Express was used with Ready-to-ChIP HeLa Chromatin. After the ChIP experiment, the samples were amplified using real-time PCR (SYBR green probe) with primers to human Myt1 gene. **Lane 1:** ChIP using 10 µl of EZH2 antibody (Cat. No. 39639). **Lane 2:** ChIP using 10 µl of negative control rabbit IgG.

Product	Format	Catalog No.
ChIP-IT™ Express	25 rxns	53008
ChIP-IT™ Express Enzymatic	25 rxns	53009
Re-ChIP-IT™	25 rxns	53016
Ready-to-ChIP HeLa Chromatin	10 rxns	53015
Ready-to-ChIP Hep G2 Chromatin	10 rxns	53019
Ready-to-ChIP K-562 Chromatin	10 rxns	53020
Ready-to-ChIP NIH/3T3 Chromatin	10 rxns	53021

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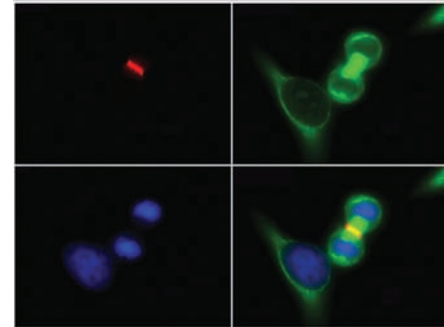
THE NEW LEADER in **ChIP-Validated Antibodies** for the Study of Nuclear Function

Active Motif provides high-quality antibodies for studying chromatin and the biology of the nucleus. We specialize in manufacturing antibodies against histones, histone modifications and chromatin proteins. We offer over 400 antibodies to further your Chromatin/Epigenetics/Transcription research.

- **VALIDATED ANTIBODIES** that are rigorously tested for use in ChIP, Western blot, IP, IF, IHC and ELISA
- **DESIGNED, DEVELOPED and CHARACTERIZED** in-house by our scientists to maximize quality
- **INNOVATION ENSURED** by working with the leading scientists in the fields of chromatin biology, epigenetics and transcriptional regulation
- **CONVENIENT TRIAL SIZES** offered to make sure they work for you before you invest your research dollars

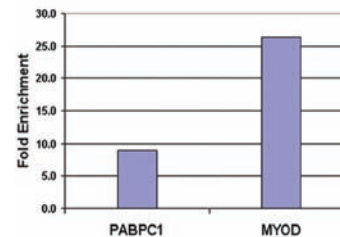
Convenient Search Engine: Finding the antibody you want is simplified by our industry leading antibody search engine. Search by protein, post-translational modification, application or scientific research area. Go to www.activemotif.com/abs.

For full details on our complete line of antibodies, please visit us at www.activemotif.com/info to request (or download) your free copy of our *Antibodies for the Study of Nuclear Function Handbook*. See back panel for more information.



Immunofluorescence with Active Motif antibodies.

HeLa cells stained with anti-Aurora B (Catalog No. 39261) at a dilution of 1:200. One of the cells is undergoing mitosis and is in anaphase, at which point Aurora B (red) can be visualized in the spindle midzone. Top Left: Aurora B. Top Right: anti-alpha Tubulin (Catalog No. 39527). Bottom Left: DAPI. Bottom Right: merge of all three images..



ChIP data.

ChIP performed with HeLa Chromatin and Histone H3 dimethyl Lys9 pAb or rabbit IgG (- control.) Real-time, quantitative PCR on DNA purified from ChIP reactions with primer pairs specific for PABPC1 gene or MyoD gene. Data presented as Fold Enrichment of ChIP antibody signal versus negative control IgG using the ddCT method.

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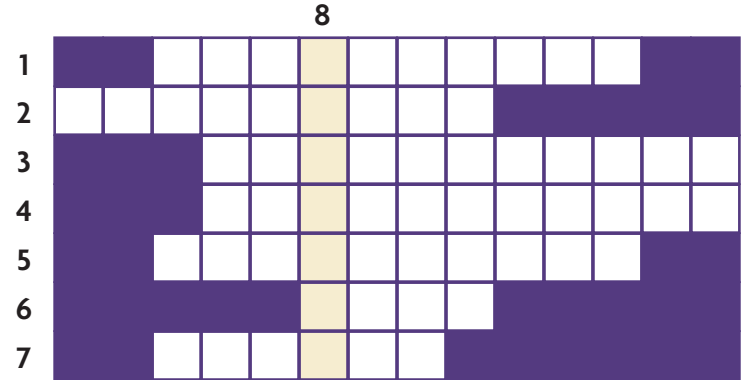
Your Chance to win a Nintendo Wii

Complete the puzzle and visit the website!

To enter our drawing for a free Nintendo Wii, complete the puzzle to the right by answering the questions below, then enter the “hidden” word and your contact details at:

www.activemotif.com/puzzle.

1. The **basic subunit of chromatin**, comprised of 2 each of the four core histones and 146 base pairs of DNA.
2. It was named by **Walter Flemming** in the late 19th century, and the name means “colored material.” It is comprised of histones, non-histone proteins and DNA.
3. The process by which a small **ubiquitin-like protein** is deposited on specific residues of other proteins.
4. **HDACs** remove acetyl groups from histones. The “DAC” in HDAC stands for _____.
5. **DNA methylation and histone modifications** are part of a process called Genomic or Genetic _____, an epigenetic phenomenon that allows for the stable inheritance of patterns of gene expression.
6. The **one syllable nickname** for the technique of chromatin immunoprecipitation.
7. Histone H1, which is **not part of the nucleosome**, is called a _____ histone.
8. **Hidden word.**



Here's how it works:

1. Complete the puzzle.
2. Find the hidden word.
3. Go to www.activemotif.com/puzzle.
4. Complete the form to enter the drawing.



Completed forms with correct answers will be entered in a drawing for a Nintendo Wii.

This offer is limited to all countries served directly by Active Motif and to participating distributors. Contact your local distributor to find out if they are participating in this promotion. Limited to one entry per person. Entry for drawing closes March 31, 2010.