

ER EMSA Kit**Product Insert****Cat. No. AY1012P**

Amount	25 μ L (10 ng/ μ L)
Lot No.	Specified on product label
Storage	-20°C
Components	A Biotin labeled probe intended for use with Panomics EMSA Kits. Each Labeled TF probe is accompanied with 25 μ L of Cold Probe (330 ng/ μ L), its unlabeled form.
Description	Estrogen Response Element, ESR: estrogen receptor
Sequence (5'->3')	GTCCAAAGTCAGGTCACAGTGACCTGATCAAAGTT
Reference	Cancer Res. 52:1073-1081 (1992)

**Contacting
Panomics**

For ordering information or technical support, contact the appropriate resource provided below according to your geographical location.

Location	U.S. Corporate Headquarters
Address	Panomics, Inc. 6519 Dumbarton Circle Fremont CA 94555 USA
Telephone	1.510.818.2600
FAX	1.510.818.2610
Email	info@panomics.com
Technical Support	techsupport@panomics.com or 1.877.726.6642 option 3
Ordering Information	orders@panomics.com

Location	European Headquarters
Address	Panomics Srl Via Sardegna 1 20060 Vignate Milano Italy
Telephone	+39.02.95.360.250
FAX	+39.02.95.360.992
Email	info_europe@panomics.com
Technical Support	techsupport_europe@panomics.com
Ordering Information	order_europe@panomics.com

Location	Asia Pacific Headquarters
Address	Panomics, Inc. 16F Gemdale Plaza Tower A, No. 91 Jianguo Road Beijing 100022 P.R. China
Telephone	+86.10.59208157
FAX	+86.10.59208111
Email	info_asia@panomics.com
Technical Support	techsupport_asia@panomics.com
Ordering Information	order_asia@panomics.com

For an updated list of FAQs and product support literature, visit our website at www.panomics.com.
