

## CRE(1) Luciferase Reporter Vector

### Product Insert

Cat. No. LR0093

---

<b>Shelf Life</b>	One year from date of receipt under proper storage conditions.
<b>Storage</b>	See product label for appropriate storage conditions
<b>Component 1</b>	CRE(1)Luciferase Reporter Vector (20ul of 500 ng/ul)
<b>Component 2</b>	Empty Control Vector (20ul of 500 ng/ul)
<b>Sequence (5'→3')</b>	GCACCAGACAGTGACGTCATGGCCGTCATGACGTCACCCCATGACGT- CAATGGGAGAAC
<b>Description</b>	pCRE-Luc is designed to measure transcriptional activity of cAMP binding protein (CREB). Several signal transduction pathways are associated with the cAMP response element (CRE), including Jun N-terminal kinase (JNK), p38, and protein kinase A (PKA). Induction of these pathways enables endogenous transcription factors, such as CREB or ATF, to bind CRE.

---

---

---

**Contacting  
Panomics**

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

<b>Location</b>	<b>U.S. Corporate Headquarters</b>
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	<a href="mailto:techsupport@panomics.com">techsupport@panomics.com</a> or <a href="tel:1.877.726.6642">1.877.726.6642 option 3</a>
Ordering Information	orders@panomics.com

<b>Location</b>	<b>European Headquarters</b>
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	<a href="mailto:techsupport_europe@panomics.com">techsupport_europe@panomics.com</a>
Ordering Information	order_europe@panomics.com

<b>Location</b>	<b>Asia Pacific Headquarters</b>
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	<a href="mailto:techsupport_asia@panomics.com">techsupport_asia@panomics.com</a>
Ordering Information	order_asia@panomics.com

For an updated list of FAQs and product support literature, visit our website at [www.panomics.com](http://www.panomics.com).

---

---