

NEW Promotions!!!

NEW!! FREE pT7CFE1-CHis Expression Vector with the purchase of All Human *In Vitro* Protein Expression Kits. No special request is needed - the expression vector is included automatically in all protein expression kits. Now Through June 30, 2010. **Limit one free offer per order.**

NEW!! Free Buffer Offer

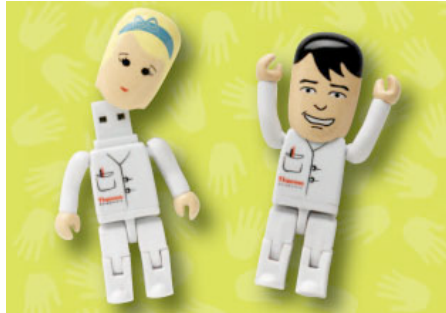
Now through February 26, 2010, order \$250 of any of the Western Blotting products listed on flyer PN1601882 (direct mail pierce) on one purchase order and receive your choice of either 10X Tris-Glycine Transfer Buffer (Product #28363) or 10X Methanol-Free Semi-Dry Transfer Buffer (Product #35035), **FREE**. If purchasing direct, **please tell customer service you are taking advantage of offer 875191** when placing your order. Customers purchasing through distribution can enter their qualifying purchase on www.thermo.com/pierceoffer by March 31, 2010. **Void outside the US and where prohibited. Limit one free offer per order.**

Qualifying Purchases for Promotion

| | |
|--|----------------------------|
| <i>Pierce Fast Semi-Dry Blotter</i> | 88217 |
| <i>Pierce Fast Western Blot Kit, ECL Substrate</i> | 35050, 35055 |
| <i>Pierce Fast Western Blot Kit, SuperSignal West Pico Substrate</i> | 35060, 35061, 35065, 35066 |
| <i>Restore Western Blot Stripping Buffer</i> | 21063 |
| <i>Restore PLUS Western Blot Stripping Buffer</i> | 46431 |
| <i>10X Pierce Western Blot Transfer Buffer, Methanol-Free</i> | 35040, 35035 |
| <i>Extra Thick Western Blotting Filter Paper</i> | 88605, 88610, 88615. 88620 |
| <i>Western Blotting Filter Paper</i> | 88600 |
| <i>SuperBlock® Blocking Buffer in PBS</i> | 37518 |

NEW!! Free Scientist Memory Stick

Now through March 31, 2010, customers can order any of the Pierce High Streptavidin Coated Plates (i.e. Product #15520, 15525, 15530, 15535) and receive a scientist memory stick FREE. Customers purchasing direct or through distribution can enter their qualifying purchase on www.thermo.com/pierceoffer by April 30, 2010. **Void outside the US and where prohibited. Limit one free offer per order.**



NEW!! Thermo Scientific Open Biosystems Custom Antibody Promotions (Valid for 1st time customers)

- 2-SPF rabbit, 70-day peptide antibody special
 - Regularly \$1315; **Discount Price \$995. Use Promotion Code: 70D995**
- 2-SPF rabbit, 70-day supplied-antigen antibody
 - Regularly \$685; **Discount Price \$499. Use Promotion Code: 2R70DSP**

Special pricing valid through December 31, 2010. The promotion also includes:

- OpenProject™ - Online project tracking
- Antigen Profiler™ - superior antigen design
- Targeted Antigen Display™ - peptides are conjugated to KLH, or similar carrier, so they are presented in multiple, alternate confirmations that mimic the presentation of the epitopes in the native protein of interest based upon application.
- Immunization of 2 specific pathogen-free rabbits
- 4 boosts/rabbit, including primary boost in CFA
- 3 post-inject bleeds per rabbit for a total of ~70ml serum per rabbit

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- Pre-immune bleeds from each rabbit
- High-performance liquid chromatography (HPLC) and mass spectrometry on peptide
- ELISA titration on all bleeds upon protocol completion to monitor the immune response

NEW!! Thermo Scientific Open Biosystems Custom Phosphospecific Antibody Promotion (Valid for 1st time customers)

Now available for \$2,395 (a \$3,305 value)

Promotional Package Includes: **Use Promotion Code: 2R70DPHOS**

- Antigenic peptide design using Thermo Scientific Antigen Profiler Software
- Unique online project tracking
- Synthesis and purification of phosphorylated and non-phosphorylated peptides
- Conjugation of phosphopeptide to KLH or similar carrier (e.g. BSA, OVA, THY, RSA)
- Immunization of 2 SPF-certified rabbits
- 70-day protocol
- Three-step affinity purification: Antibodies to the modified target are enriched and cross-reactive antibodies to the unmodified target are removed through the use of affinity depletion columns.
- **We guarantee a minimum titer of 1:10,000 against the phosphopeptide**
- and much more!!

Ordering is easy, online quote or fax forms at www.thermo.com/openbiosystems-antibodies

Free Antigen Profiler™ Antigen Design for Antibody Development Software from Open Biosystems

Peptide and Protein Antigen Design

- Examine comparative antigenicity based upon a set of powerful algorithms that enables researchers to have protein sequences analyzed to select the best peptides for antibody production

Advanced Protein Analysis

- Antigen Profiler™ Compiles bioinformatic data based on epitope mapping, secondary structural analysis and comparative antigenicity to design antibodies with greater collective utility across assay formats. Sophisticated computational algorithms identify active sites, signal peptides, splice variants and over a dozen additional features

Optimal Peptide Design

- Thermo Scientific Open Biosystems internal analysis program searches and accesses your sequence to identify the best candidate peptides that optimize synthesis success, solubility and antigenicity. Each peptide is compared with out current BLAST databases of over two dozen species to limit cross-reactivity while improving overall antibody specificity.

Free “Go with the Glow Tie Dye DyLight Technology” T-Shirt offer and a promotion for the new DyLight Technology Mini Handbook.

Customers ordering any two DyLight Antibody Conjugates listed in the mailer now through Feb 28, 2010, will get the “Go with the Glow” T-Shirt free. Customers purchasing direct or through distribution need to place the order, receive the order, log on to www.thermo.com/pierceoffer and supply proof-of-purchase information and a T-shirt size to request their free T-shirt. **Void outside the US and where prohibited. Limit one free offer per order.**

Large-Volume Custom Biotin-Binding Protein Offer

Pierce recently mailed out a piece that promotes biotin-binding proteins, especially the larger volume packages introduced this year. The piece offers a 15% discount when customers order Product #'s 21134 High Sensitivity Streptavidin-HRP (2ml) or 31050 NeutrAvidin Protein (100 mg) or 31055 NeutrAvidin Protein (1,000 mg)

directly from Pierce between November 15, 2009 and January 31, 2010. To get the discount, offer # 870555 must specified in the order. **Void outside the US and where prohibited. Limit one free offer per order.**

Pierce products are an excellent fit for labs doing:

- Western Blotting
- Protein expression/extraction
- Antibody and protein purification kits

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- Protein assays
- Protein interactions, including crosslinking
- Custom antibody production and/or commercial antibodies
- Custom Peptides, including Heavy Peptides
- ELISA
- Fluorescence
- Mass Spectrometry

Please feel free to contact me if you have any questions. Thanks for your interest in Thermo Scientific Pierce protein research products.

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