



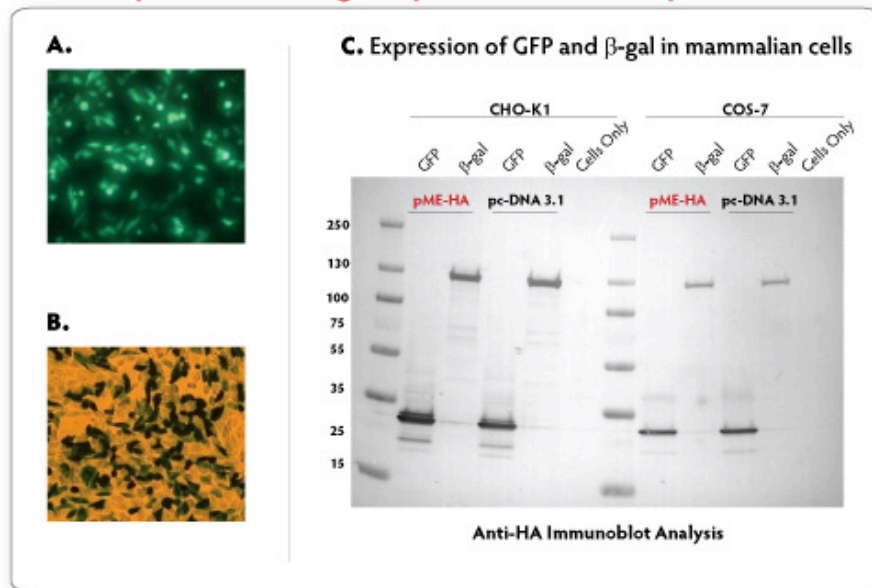
NEW Expresso[®] **CMV Cloning and Expression System**

Simple to use • Simple to clone • Simple to express

Surprisingly Simple Protein Expression – *now for Mammalian genes!*

- **Fast:** 5 second, directional cloning with no restriction enzymes, ligase, or vector prep.
- **Precise:** "no scar" vector results in highly accurate sequences and proteins
- **Small:** Only 3.4kb – higher transfection efficiency, easier downstream manipulation
- **CMV promoter** for strong, constitutive eukaryotic expression

Comparison of Lucigen's pME-HA vector to pc-DNA3.1



Panel A: pME-HA GFP expression in CHO-K1 cells, **Panel B:** pME-HA β -galactosidase expression in CHO-K1 cells, and **Panel C:** comparison of GFP and β -galactosidase in pME-HA and pcDNA 3.1 vectors in both CHO-K1 and COS-7 cells (Anti-HA Immunoblot assay).