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Newsletter Q3 2004

Dear Fellow Scientist!

Welcome to **DNA 2.0's Gene Synthesis & Protein Engineering Newsletter**. This Newsletter will keep you up to date on trends and breakthroughs affecting molecular biologists who are interested in achieving their project goals faster and at lower cost.

Custom Gene Synthesis As Low As **\$2/bp!**

In our continuing quest to lower prices for our customers and improve the value of our products, we now offer Custom Gene Synthesis for DNA fragments longer than 4kb at the incredibly low price of **\$2/bp!** DNA sequences between 2,910bp and 4,000bp are now priced at a flat rate of \$8,000. See our web site <http://www.dnatwopointo.com> for the complete new pricing schedule. We hope our new prices for custom gene synthesis will bring a ray of sunshine into your life, even though the Labor Day weekend is now behind us. Call us now at 1-877-DNA-TOGO, or email (info@dnatwopointo.com) for a quote.

Codon Optimization and Heterologous Protein Expression

Be sure to request our **FREE** codon optimization software Protein-2-DNA as described in the recent Trends in Biotechnology review 'Codon bias and heterologous protein expression' (TibTech 2004, 22:346-353). The software uses a probabilistic algorithm that takes advantage of the degenerate genetic code to generate a gene that encodes your amino acid sequence AND incorporates all of your other design requirements. Email us for download instructions and password.

Protein Variants ... The Easy Way

For many biochemists seeking to analyze or modify protein function, far more time, effort and money is spent on the construction of sequence variants than the analysis. Variant construction frequently involves making site-directed point mutations using commercial kits, PCR amplifying the mutated sequence, cloning it back into the desired vector and re-sequencing the entire gene to confirm the presence of the designed mutation and to ensure the absence of unintended changes introduced during in the process.

There is a much faster and more efficient way of obtaining variants that is now cost-competitive with traditional molecular biology - the DNA-2-Go way. Call (1-877-DNA-TOGO), or email (info@dnatwopointo.com) us for a quote. Variants are cheaper for us to make because we can usually reuse a significant number of our building blocks. We pass this saving on to our customers: variant costs start at around 50% of the price of the initial gene to as low as 10% or even less, depending on the size of the gene, number of variants etc. We will send you the cloned and sequenced verified gene variants with our industry-leading delivery time guarantee, so that you can get on with the science that's important for the project itself.

One component of our protein engineering technology is the design of variant sets that have a high information content. Rather than many variants each of which contains only a single change, we can multiplex the changes and then deconvolute to identify the functional consequences of each amino acid change. If you would like to take advantage of this design capacity for your variants we'd be happy to help.

DNA 2.0 Referral Rewards

We have received a lot of positive feedback in our customer surveys, and would like to encourage you to tell your colleagues about us. If you have ordered a gene from us, liked our service and recommend us to a colleague we will give you both **10%** off your next order. When your colleague places their order, simply have them tell us your name and the number of the last gene you ordered. We also want to thank you personally for recommendations, and will send a **\$50** Amazon certificate to the referring customer.

Finally, we are always interested to hear your comments and suggestions about how we can further improve our services. Please let us know how we can better serve you.

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