Sup. Text 1. Detailed description of the amplification of the open reading frames and subsequent cloning in yeast 2-hybrid vectors.

Analysis of the complete Arabidopsis genome revealed the presence of 107 genes belonging to the MADS box transcription factor family (Pařenicová *et al*., 2003). For each gene specific primers with a linker were designed and the Open Reading Frames (ORFs) were amplified from cDNA, followed by cloning as has been described previously by Pařenicová *et al*. (2003). Subsequently, each clone was re-amplified with general primers containing the attB1 and attB2 sites and each PCR fragment was recombined in the Gateway™ pDONR™201 vector (Invitrogen, Carlsbad, CA), which resulted in an entry clone. Some ORFs could not be cloned due to lack of expression (*AGL33*, *AGL94*, *AGL95*), because they are almost identical to other family members (*MAF3*, *MAF4*, *AGL75*), or due to technical difficulties (*AGL30*, *AGL41*, *AGL74-I*, *AGL100)*. For some ORFs (*SEP4*, *ABS*, *AGL74*) various splicing variants were identified and these were also included in the experiments (*SEP4-I*, U81369, *SEP4-II,* AY141229*, ABS-I,* AJ318098*, ABS-II,* AY141212*, AGL74-II*, AY726781*, AGL74-N,* AY141254*)*. Further information about nomenclature and accession numbers can be found at The Arabidopsis Information Resource (TAIR) http://www.arabidopsis.org/info/genefamily/MADSlike.html. All entry clones were controlled by sequencing analysis (BigDye sequencing kit, Applied Biosystems) and afterwards, the ORFs were recombined into the pBDGAL4 bait vector (pDEST™32, Invitrogen) and pADGAL4 prey vector (pDEST™22, Invitrogen). For *SEP1* and *SEP3* no bait constructs were made because it has been shown that the proteins encoded by these two genes give strong autoactivation of the yeast reporter genes (Honma and Goto, 2001). For *AGL58* the bait construct is missing due to technical problems.