

Notch1 promoter RT-PCR primers:

Name	Primers sequence (5'-3')
-740/-262	Frontal: CACACACGGCTAGGCCAC Reverse: GTGAGGCTCAGAGTCGAGGT
-262/-174	Frontal: ACTAGTGCCTCGGCCGCG Reverse: CCCGGCTCGTTCCTTCGC
-262/-68	Frontal: ACTAGTGCCTCGGCCGCG Reverse: ACACGCGCGGCGTACGGT
+114/+1127	Frontal: TCCGCGCCCTTTGGAACTTT Reverse: AGAATCAGAGCGGCCCATTTGTG
+1128/+1737	Frontal: ACAATGGGCCGCTCTGATTCTG Reverse: TTCACACTTCCCGCCATTCAGG

Real-time RT-PCR primers:

Name	Primers sequence (5'-3')
Notch1 5'UTR/Ex3	Frontal: AGAGGGCAGCCGGTGGGGAG Reverse: TGCCTGACCACAGTGGC
Notch1 Ex33/3'UTR	Frontal: CTGAAGAACGGGGCTAACAA Reverse: CAGGTTGTAAGTCCAGCA
Notch1 Ex34	Frontal: GAACCAATACAACCTCTGC Reverse: AGCTCATCATCTGGGACAGG
Notch1 intron1	Frontal: TTCTGTTGCTTCTCCGGG Reverse: AACCCCTCCCCAACTGA
18S	Frontal: GCAATTATTCCCATGAACG Reverse: GGCCTCACTAAACCATCCAA
36b4	Frontal: GCAATGTTGCCAGTGTCTGT Reverse: GCCTTGACCTTTTCAGCAAG
Sp1	Frontal: GCTGGAGAGTCAAAGGCAT Reverse: TAGTGAAAGCCCCCTACC
Sp3	Frontal: GTTGAGGCATTTGGGTGGTA Reverse: GGGAGACATGGTTTTTGGAA
KLF4	Frontal: CCAATTACCCATCCTTCTCTG Reverse: CGATCGTCTTCCCCTCTTTG
KLF5	Frontal: CCCTTGCACATACACAATGC Reverse: AGTAACTGGCAGGGTGGTG
KLF10a	Frontal: CAACTTCGGTGCCTCTCT Reverse: GCTCATTGACATAAGTGCTTCT

ChIP primers:

Name	Primers sequence (5'-3')
Site '1'(-6669/-6113)	Frontal: GGGAAGAGAGAGTGCAGCTGC Reverse: TGCCTGGTGCCCCAAGTGG
Site '2' (-740/-262)	Frontal: CACACACGGCTAGGCCAC Reverse: GTGAGGCTCAGAGTCGAGGT
Site '3'(Ex34)	Frontal: GAACCAATACAACCTCTGC Reverse: AGCTCATCATCTGGGACAGG
ChIP p21	Frontal: CCGGCTCCACAAGGAACT Reverse: ACCAACGCAGGCGAGGGACT

siRNAs:

Name	Oligo ID	Provider
Sp1i	HSS110104	Invitrogen
Sp3i	HSS110111	Invitrogen
KLF4i	HSS113794	Invitrogen
UBE3Ai	HSS111136	Invitrogen

Table S1. List of primers for RT-PCR and real-time RT-PCR, and siRNAs (Stealth RNAi)