## **Supporting Information**

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**Fig. S1.** (*A*) M14 cells were transfected with either a *bag3* overexpressing (o.e.) vector or a void vector. After 48 h, cells were treated with PEITC (25  $\mu$ M). After an additional 18 h, apoptosis was evaluated as the percentage of sub-G<sub>1</sub> cells by propidium iodide staining in flow cytometry. (*B*) M14 cells were transfected with *bag3* siRNA or a control scrambled RNA (200 nM); after 72 h, cells were labeled for 30 min with 150  $\mu$ Ci/mL [<sup>35</sup>S]methionine and [<sup>35</sup>S]cysteine (ICN Biochemicals), washed, and chased for the indicated time with fresh medium containing unlabeled amino acids and cycloheximide (1  $\mu$ M; Sigma) in presence or absence of the proteasome inhibitor MG132 (1  $\mu$ M) (Alexis Biochemicals). Cell lysates were obtained and precleared using protein A-Sepharose (Amersham Biosciences), and proteins were immunoprecipitated with anti-IKK<sub>Y</sub> or anti-GAPDH antibody (Santa Cruz Biotechnology). Immune complexes were resolved by SDS/PAGE, gels were dried and autoradiographed, and band intensity was quantified by densitometry. (*C*) M14 cells were transfected with *bag3* siRNA, a control scrambled RNA (200 nM) and/or an *hsp70*-specific siRNA (target sequence: 5'-AAG AAC CAG GUG GCG CUG AAC-3'). After 96 h, total cell lysates were analyzed for their content of IKK<sub>Y</sub> and BAG3; an antibody recognizing GAPDH was used to monitor equal loading conditions. (*D*) Proposed mechanism for BAG3 modulation of HSP70 association with IKK<sub>Y</sub> and its regulation.