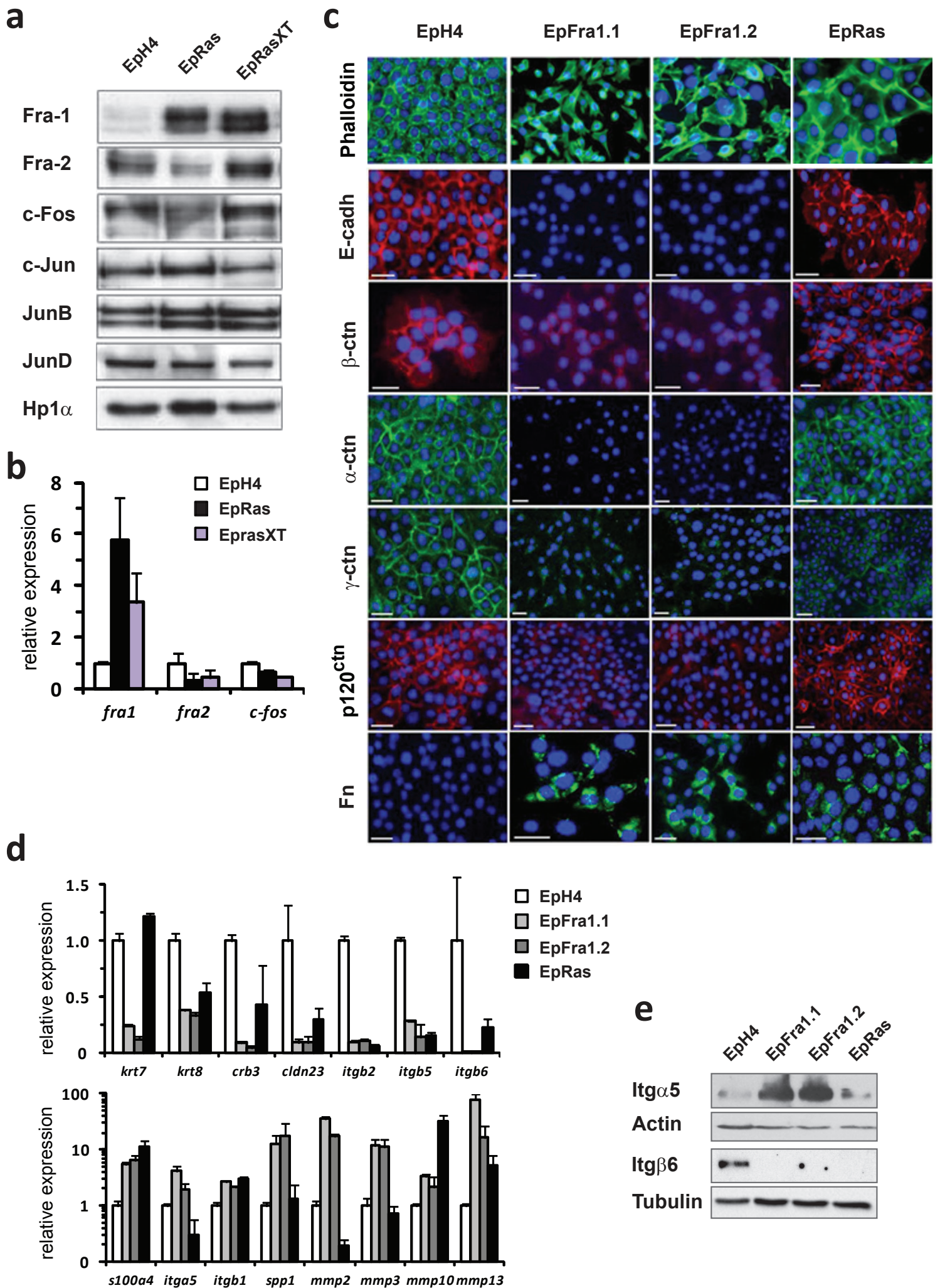
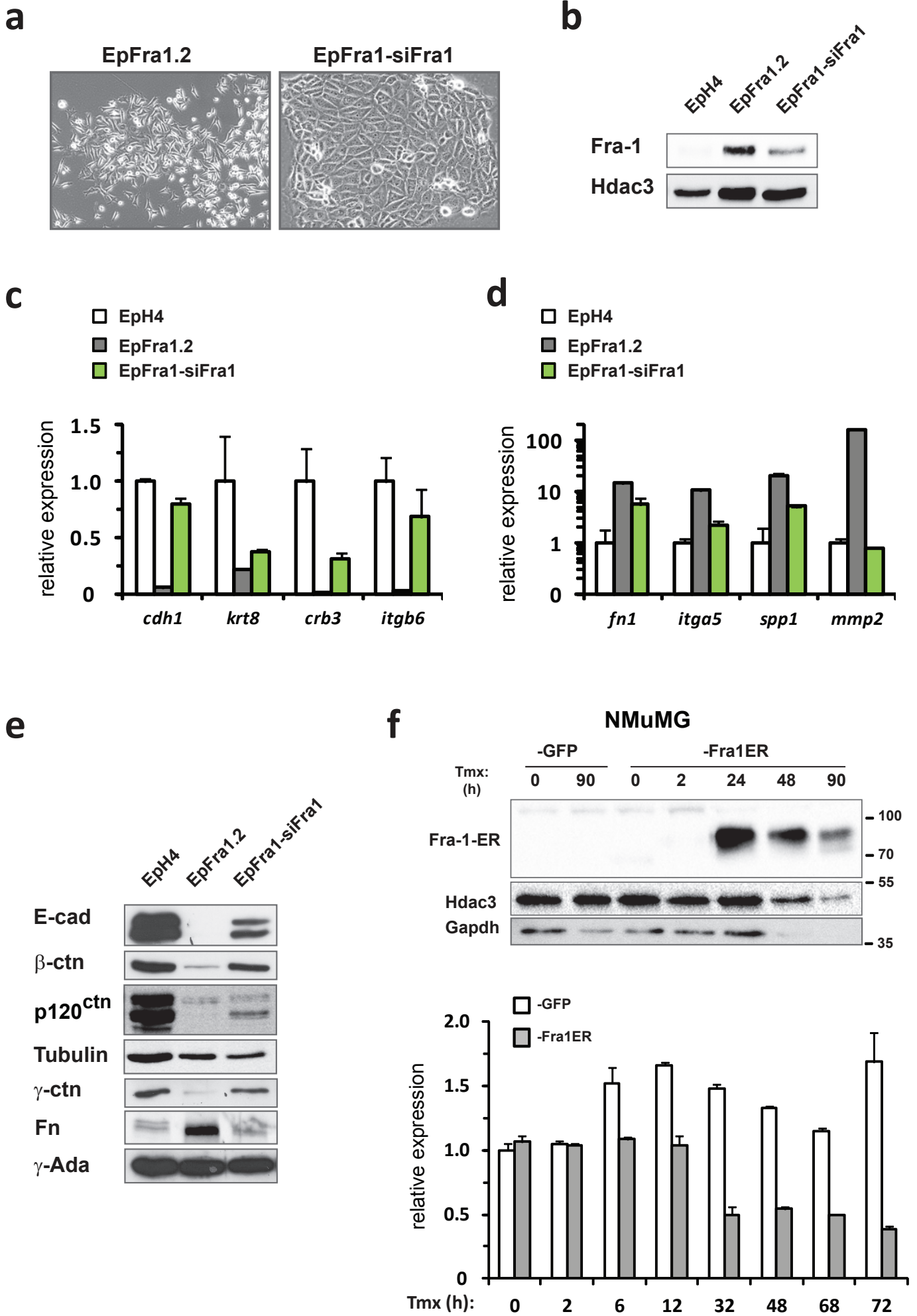


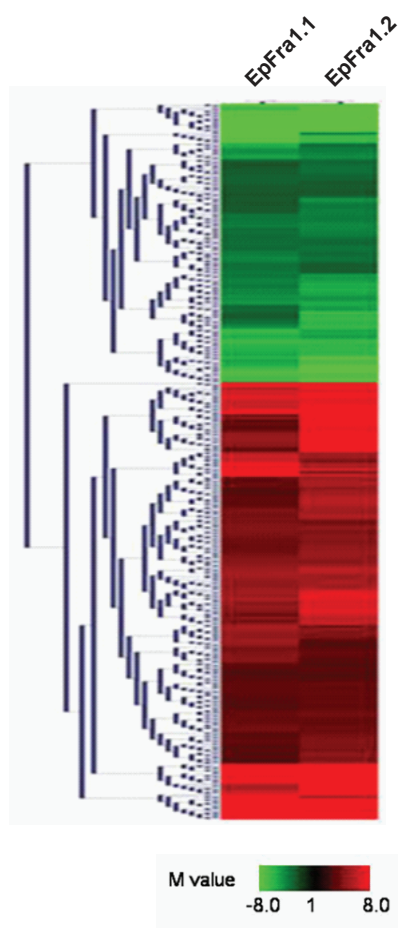
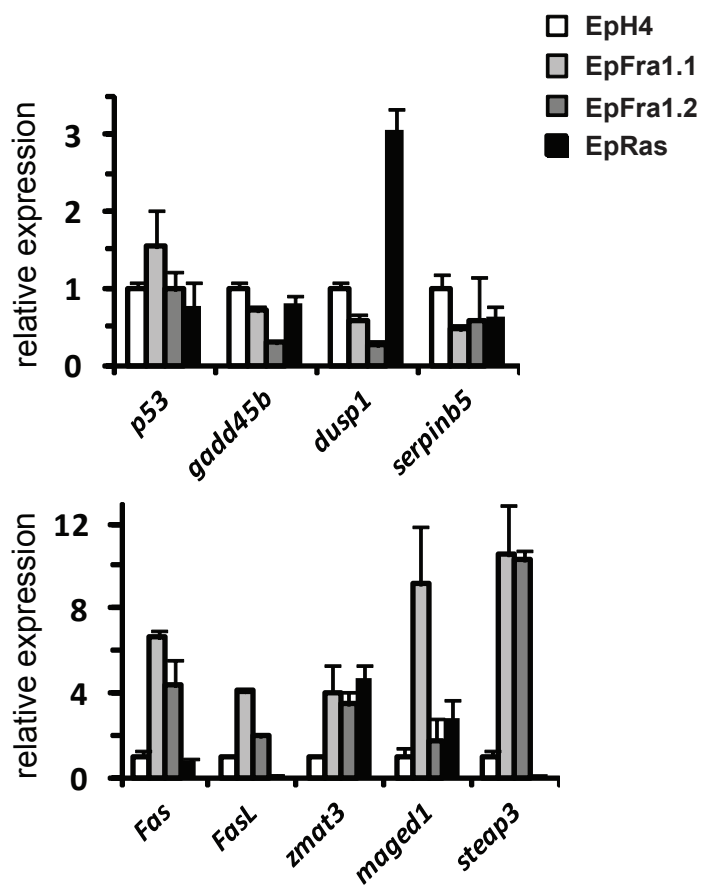
Sup Figure 1



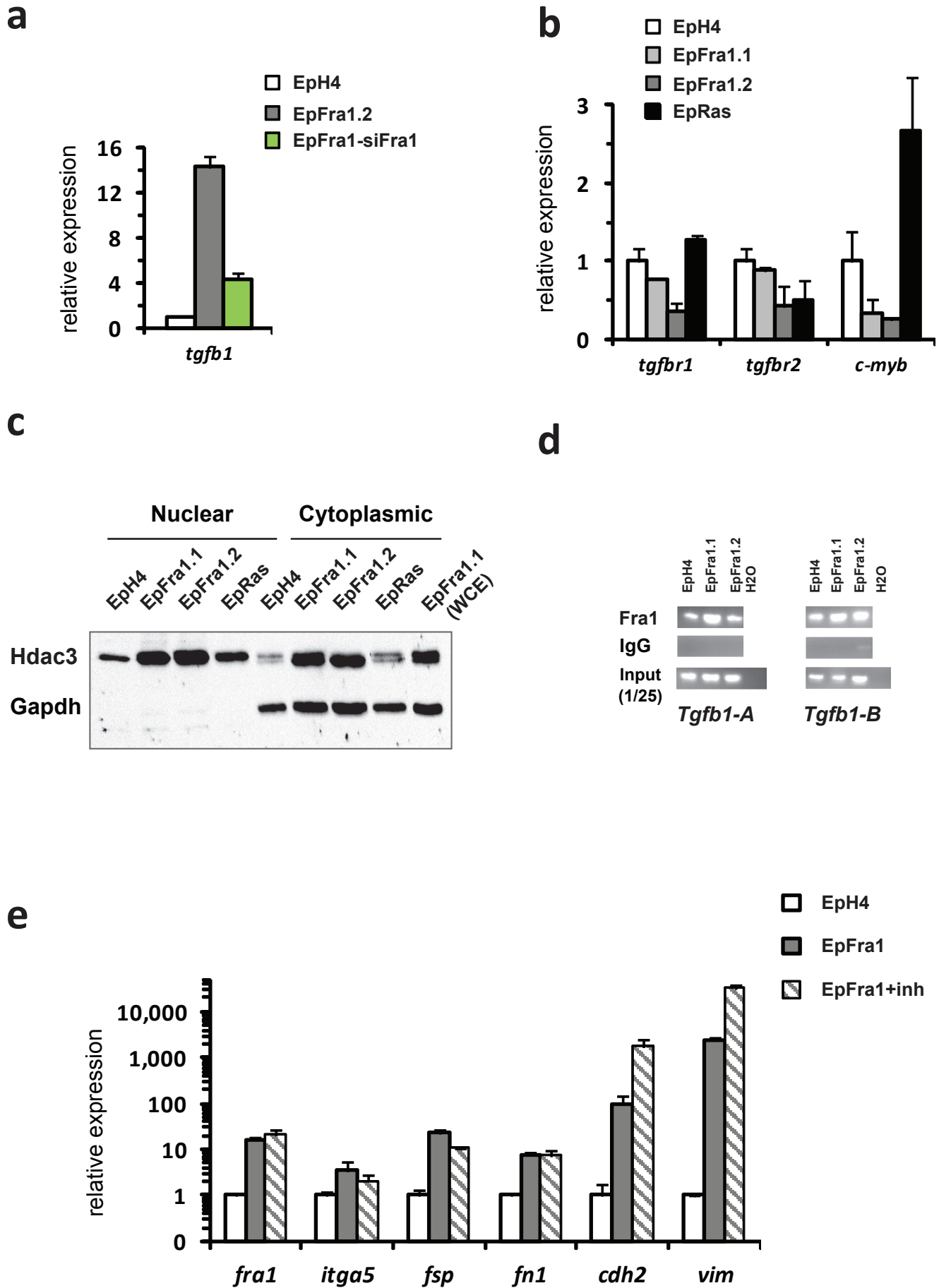
Sup Figure 2



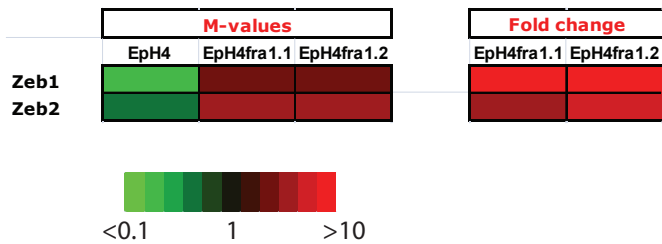
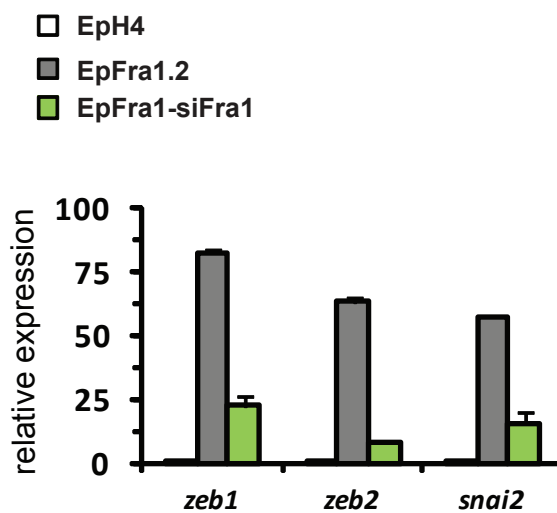
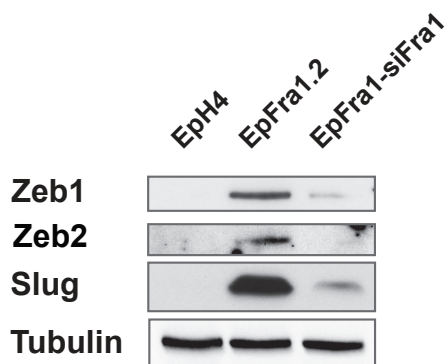
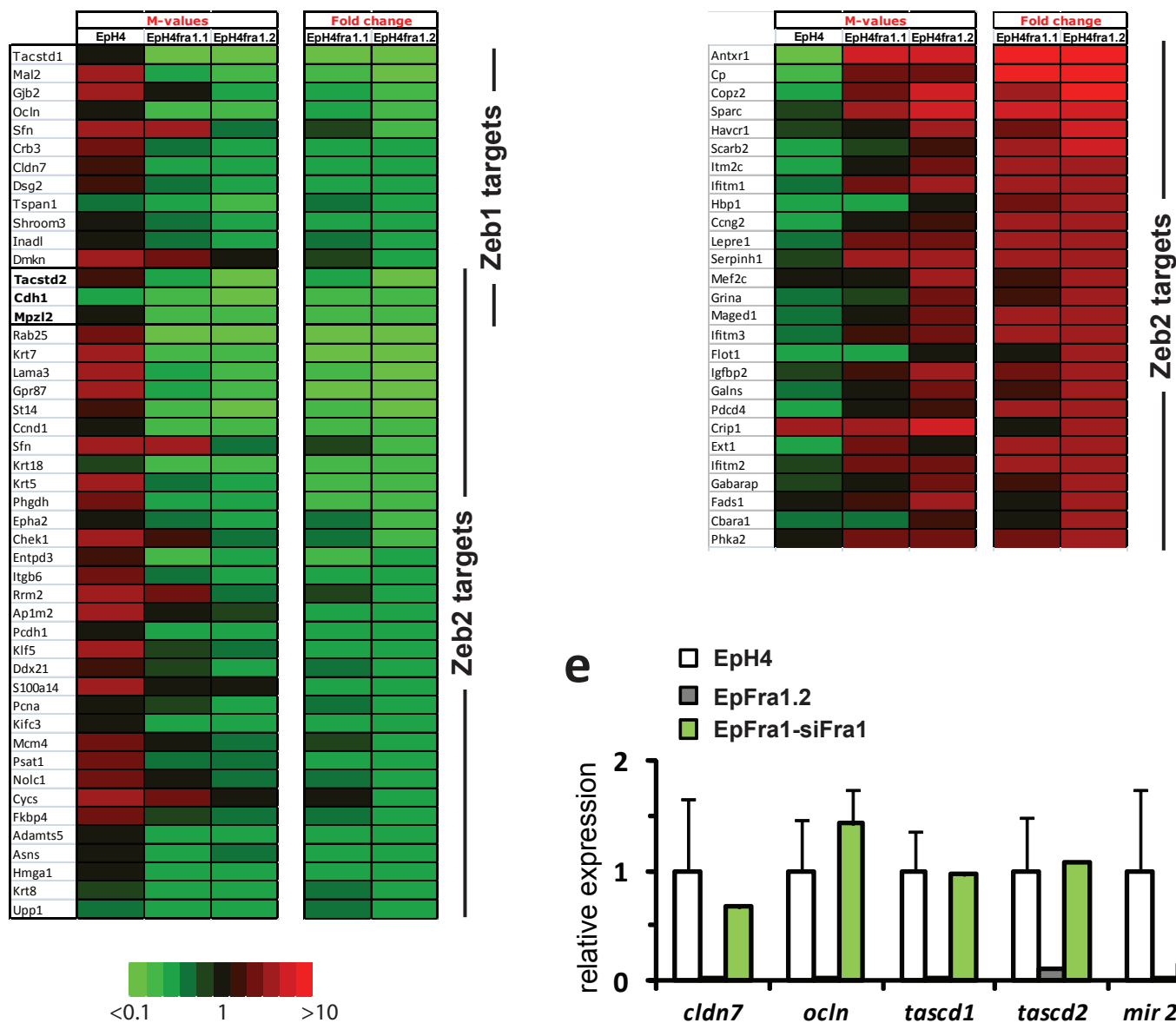
Sup Figure 3

a**b**

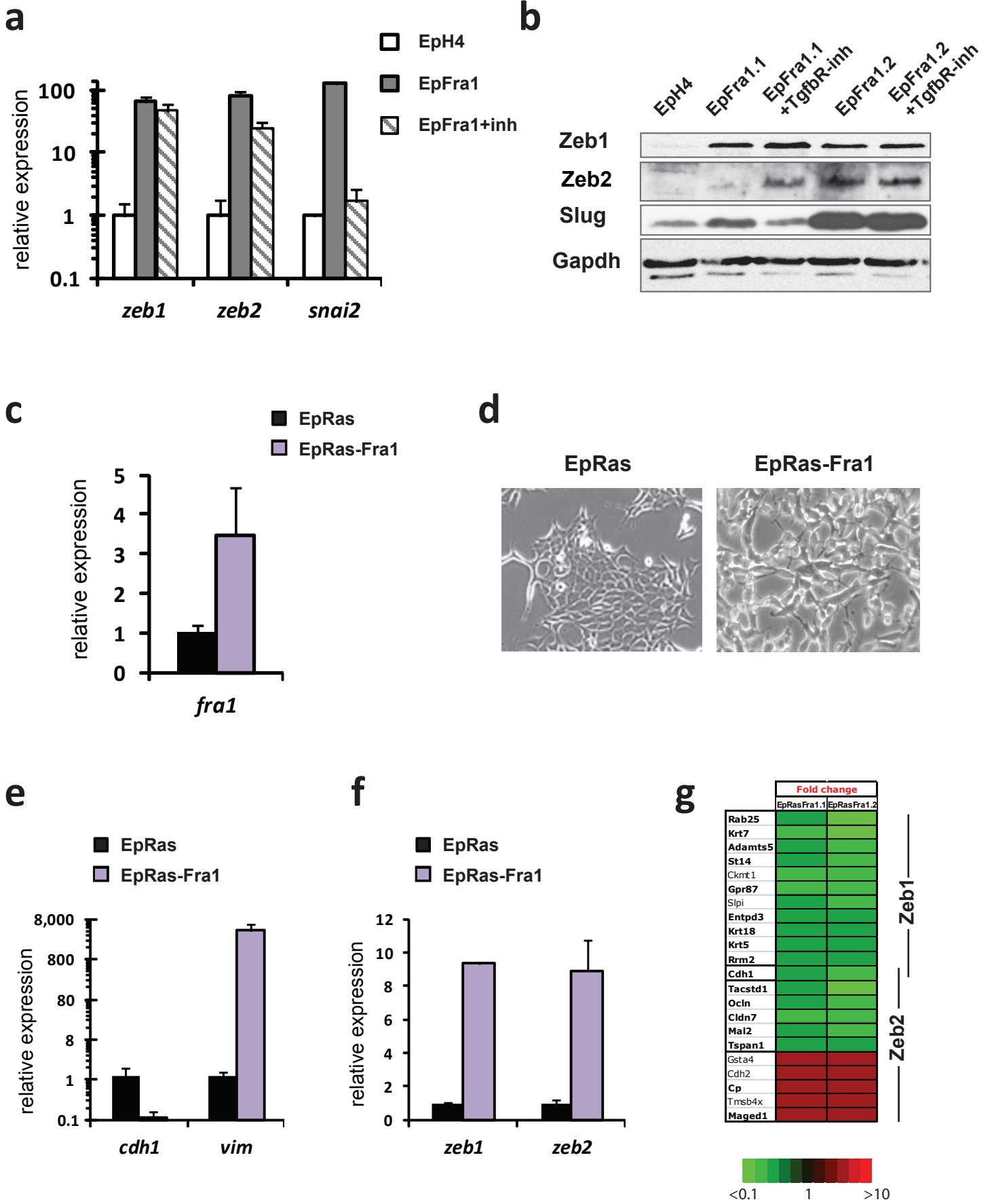
Sup Figure 4



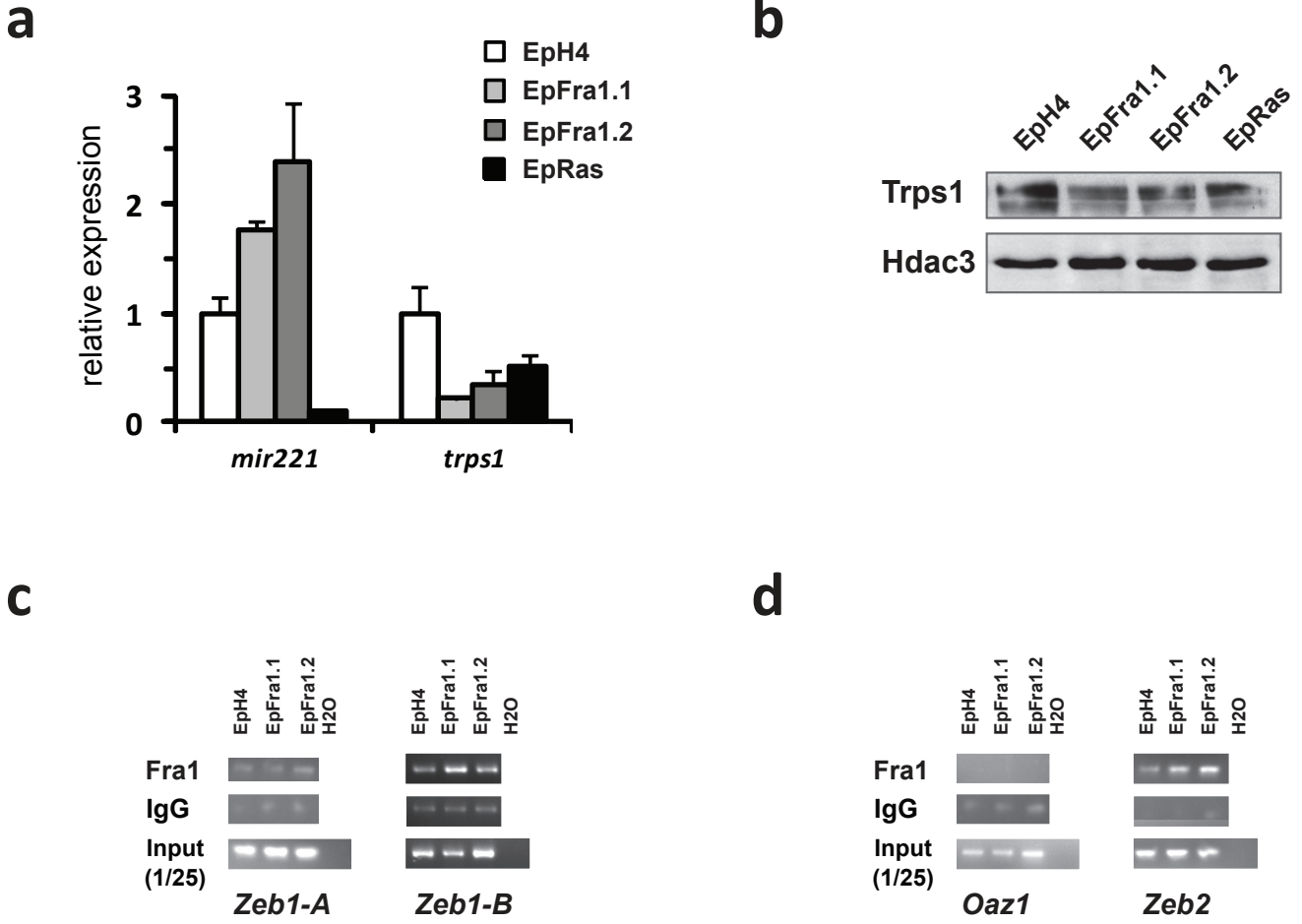
Sup Figure 5

a**b****c****d**

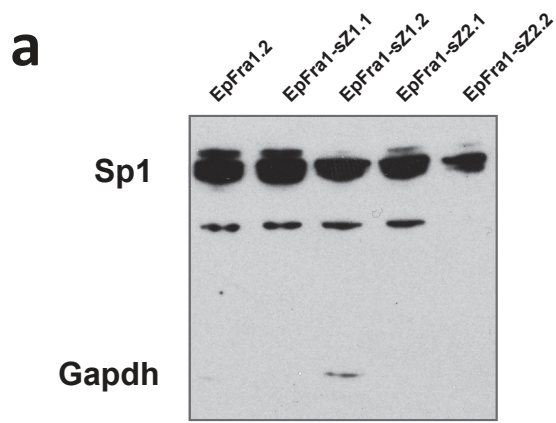
Sup Figure 6



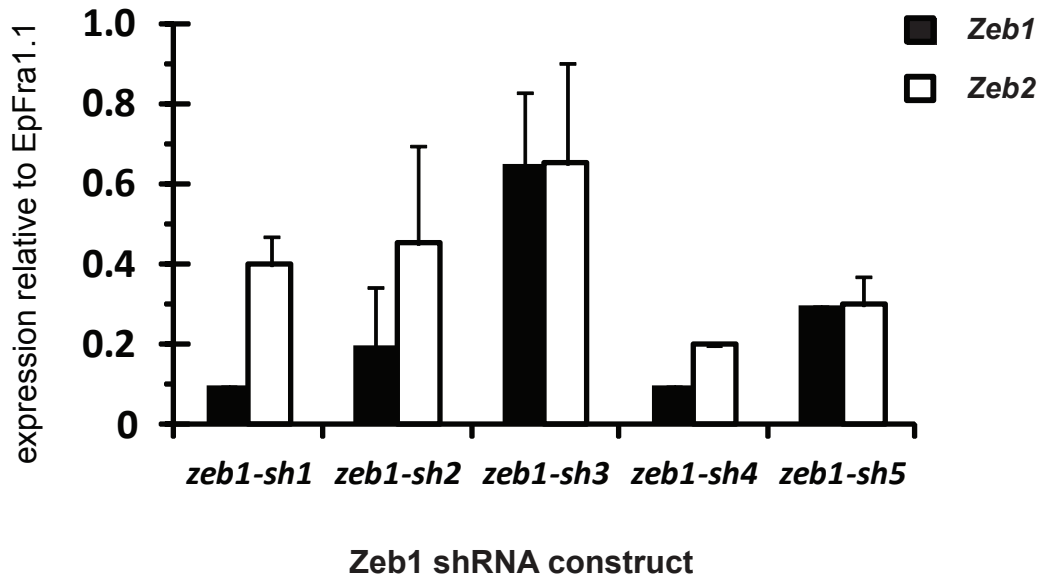
Sup Figure 7



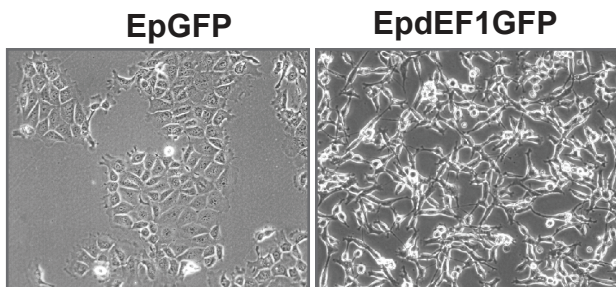
Sup Figure 8



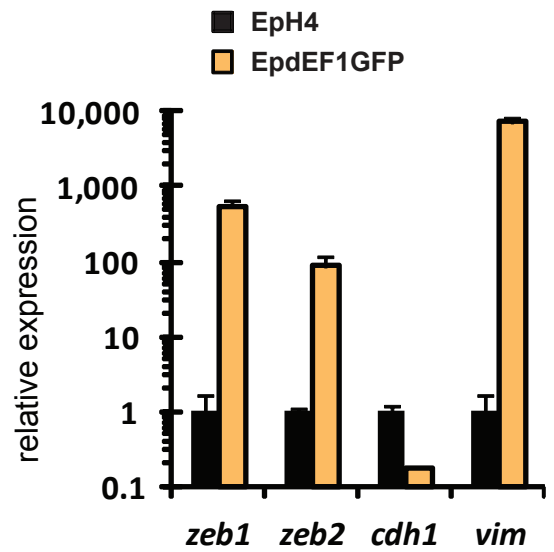
b

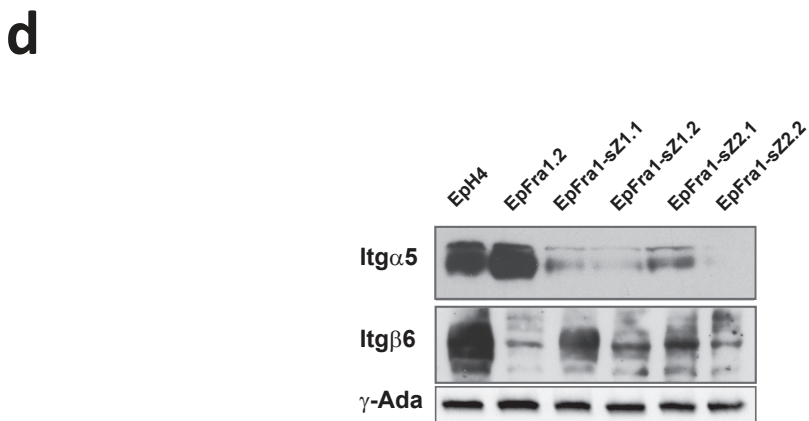
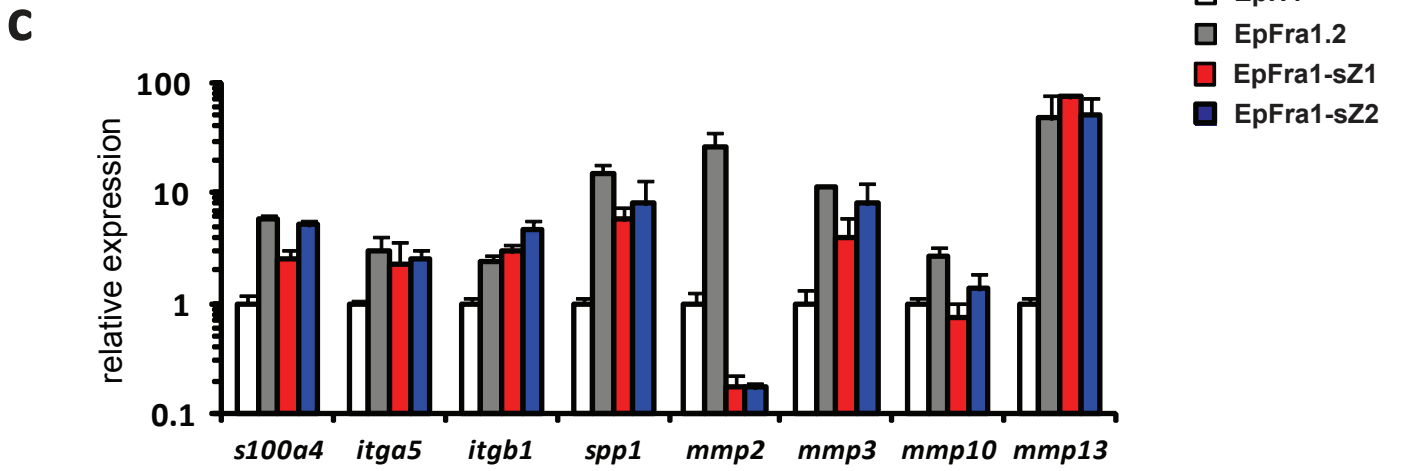
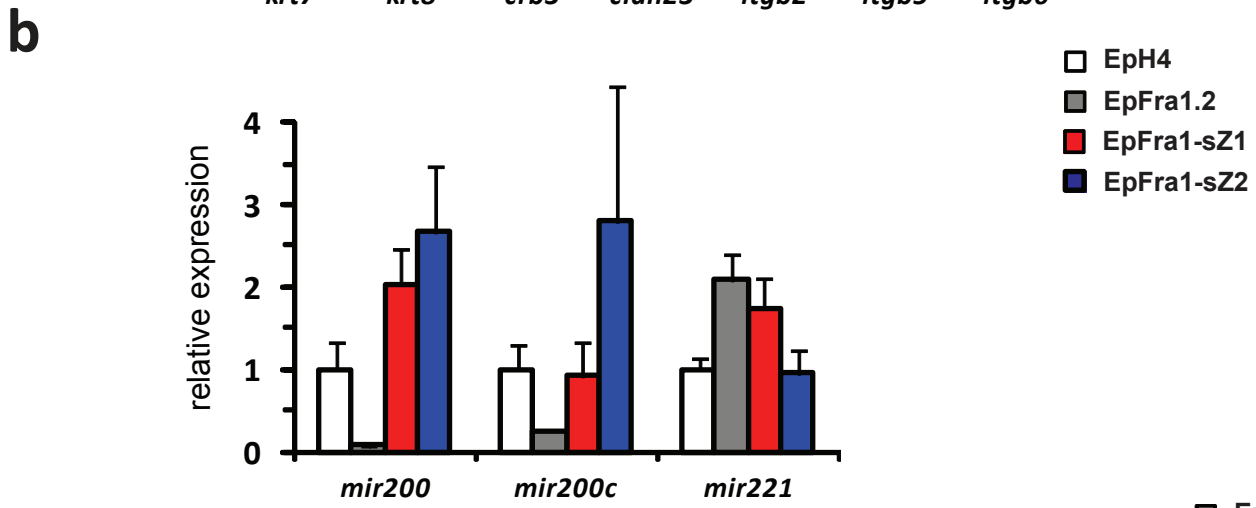
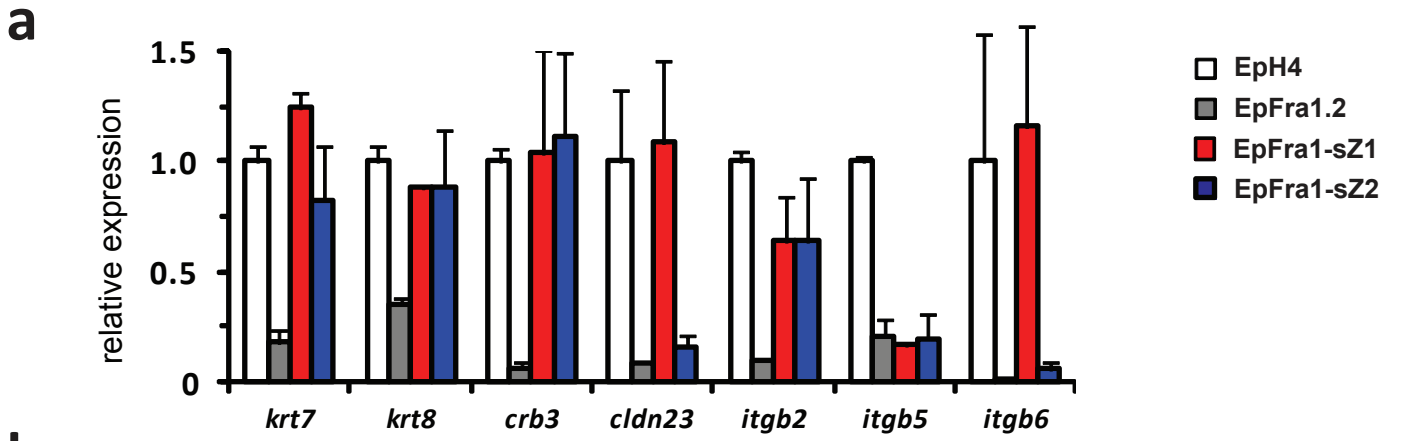


c



d





Sup Figure 10

TF motifs: Genes with promoter regions [-2kb,2kb] around transcription start site containing the motif:

Up regulated set

genes in comparison (n): 381

Motif	Description	p value	annotated TF:
CArG box	ATGCC CCATATATGG WNNT	6.57 e ⁻⁴	SRF
CArG box	D CCWTATATGG NCWN	1.67 e ⁻³	SRF
	NKNTTGCNYAAYNN	1.91 e ⁻³	C/EBPbeta
	NNAACATCTGGA	3.7 e ⁻³	ZNF238
	NNNNNNC ³ NTNTGTNCTNN	3.38 e ⁻³	GR
	NCTATAAAAR	1.09 e ⁻²	TAF TATA
	NNANNG TAAACA NNN	1.14 e ⁻²	FOXF2
CArG box	CCAWATAWGG MNMNG	1.48 e ⁻²	SRF
	GRGAAAMBBWCAGS	1.48 e ⁻²	PTF1A
CArG box	SCCAWATAWGG MNMNNNN	1.53 e ⁻²	SRF
	RTAAACA	1.61 e ⁻²	FOXF2
	GGGAGGRR	1.84 e ⁻²	MAZ
CRE	V GTGACGTMACN	2.03 e ⁻²	ATF-2

Down regulated set

genes in comparison (n): 246

Motif	Description	p value	annotated TF:
E-box	VSNG CAGGTG KNCNN	3.68 e ⁻³	TCF3
TRE	TGANTCA	5.27 e ⁻³	JUN
TRE	TGACTC ANN SKN	7.08 e ⁻³	JUN
E-box	CAGGTG	1.02 e ⁻²	TCF3
TRE	TGAGTCAN	1.24 e ⁻²	JUN
TRE	NN NTGAGTCA KCN	1.45 e ⁻²	JUN
E-box	WNW CACCTG WNN	2.54 e ⁻²	TCF8
CRE	V GTGACGTMACN	2.54 e ⁻²	ATF-2
MYOG/E-box	RG CAGSTG	2.60 e ⁻²	
TRE	NN TGACTC ANN	2.86 e ⁻²	JUN
E-box	RR CAGGTG NCV	3.06 e ⁻²	TCF3
E-box	NNYNY ACCTG WVT	3.72 e ⁻²	TCF8
TRE	S RTGAGTCAN C	3.72 e ⁻²	

Sup Table 1

Antibodies

antigen	supplier	cat#
a-Catenin	BD Transduction Labs	610193
Actin	Sigma	A 2066
b-Catenin	BD Transduction Labs	610154
c-Jun	Santa Cruz	sc-44
c-Myb	Millipore	05-175
E-Cadherin	BD Transduction Labs	610404
E-Cadherin	R&D	AF748
Fibronectin	Sigma	F3648
Fra-1	Santa Cruz	sc-183
Fra-2	Santa Cruz	sc-171
g-Adaptin	BD Transduction Labs	610385
Gapdh	Sigma	G8795
g-catenin	BD Transduction Labs	610253
Hdac3	Santa Cruz	sc-11417
HP1 a	Euromedex	2HP-2G9-AS
Integrin a5	Santa Cruz	sc-10729
Integrin b6	R&D	AF2389
JunB	Santa Cruz	sc-73
JunD	Santa Cruz	sc-74
Ki67	DAKO	M7249
p120ctn	BD Transduction Labs	612536
rabbit IgG	Abcam	ab46540
Slug	Cell Signaling	9585
SP1	Santa Cruz	sc-059
Trps1	Abcam	ab125197
Tubulin	Sigma	T 9026
Vimentin	Cell Signaling	3932
Zeb1	Sigma	SAB3500514
Zeb2	Santa Cruz	sc-48789

shRNA (pLKO.1 MISSION™, Sigma)

target	clones:	cat#
Fra-1	TRCN0000042683 to 42687	SHCLND-NM_010235
Zeb1	TRCN00000235850 to 235854	SHCLNV-NM_011546.2
Zeb2	TRCN00000070883 to 70887	SHCLNV-NM_015753
Control	nontarget	SHC002

Sup Table 2

gene	forward primer	reverse primer	application/notes
<i>cdh1</i>	AGCCATTGCCAAGTACATCC	AAAGACCGGCTGGGTAAACT	qRT-PCR
<i>cdh2</i>	GGGACAGGAACACTGCAAAT	CGTTGATGGTCCAGTTTCT	qRT-PCR
<i>cdh3</i>	CCACAGACAGTGGAAACCTT	GATGTTCACTGACTTGAGGCA	qRT-PCR
<i>c-fos</i>	GGGACAGCCTTTCTACTACCAT	GATCTGCGCAAAGTCTCTGTG	qRT-PCR
<i>cldn23</i>	CCAGCAGCTTTAATGGCTTT	TTGGAAGACAAGCTCAACCT	qRT-PCR
<i>cldn7</i>	GAGCTGCAAATGTACGACT	AACATGGCTAAGAAGCCCAA	qRT-PCR
<i>c-myb</i>	CTCCCTACTGAAGAAAGTGC	AGATCACACCACGAAGAATC	qRT-PCR
<i>crb3</i>	CAACTCAACCCCAAGGTGAT	AGGAGGACTCCCAGAATGGA	qRT-PCR
<i>ctnna1</i>	ACTTCAAATGGGACCCCAAA	TTGGTGTTTACCAGGGTTGT	qRT-PCR
<i>ctnnb1</i>	GTGCAATTCTGAGCTGACA	CTTAAAGATGGCCAGCAAGC	qRT-PCR
<i>ctnnd1</i>	CCAATCAATTACGGGCCTTC	GTCCATGAAGGTAAGGGGAG	qRT-PCR
<i>fn1</i>	AGGCGGAAATCCAATGGTG	CCAATGCGATACATGACCC	qRT-PCR
<i>fra-1</i>	AGAGCTGCAGAAGCAGAAGG	CAAGTACGGGTCCTGGAGAA	qRT-PCR
<i>fra-2</i>	ATCCACGCTCACATCCCTAC	GTTTCTCTCCCTCCGGATTC	qRT-PCR
<i>gapdh</i>	AACTTTGGCATTGTGGAAGG	ACACATTGGGGGTAGGAACA	qRT-PCR
<i>hprt</i>	CTGGTGAAGGACCTCTCG	CACAGGACTAGAACACCTGC	qRT-PCR
<i>itga5</i>	AGCCATTTAGCCTTCAGTGT	GATGATGATCCACAACGGGA	qRT-PCR
<i>itgb1</i>	CAAGTGCCATGAGGGAAATG	CTGTGCTACATTCACAGTGC	qRT-PCR
<i>itgb2</i>	GGTGCACTCATCAAGAATG	TTGCCTACTCGATGCTCC	qRT-PCR
<i>itgb5</i>	AGTTTGCCAAGTCCAAAGTGAG	TTTCTGTACAGGGGTTTGAG	qRT-PCR
<i>itgb6</i>	AATGGCACTTCTGCCAAAGA	GAAGGTATGTTTCAGGCAAG	qRT-PCR
<i>jup</i>	GTCCCTTTGCTTTTGTTTCG	GGCTGCTCAATAAGGTTTCATC	qRT-PCR
<i>krt7</i>	CTGGACATTGAGATCGCCAC	GAGCATTGCTTCCCATGGTT	qRT-PCR
<i>krt8</i>	CTGGCTTACAGTACGGAATG	TCAGAAGACTCGGACACCAG	qRT-PCR
<i>mir200</i>	TATCATCAGCTGTCTTCGG	GACAGTGTGGATTTCTTGG	qRT-PCR: mir200-429 polycistron
<i>mir200c</i>	GGGTTGCTGCCAGATAAAAG	ATACTGCCGGTAATGATGG	qRT-PCR: mir200c-141 polycistron
<i>mir221</i>	GCATGAACCTGGCATACAAT	CTGAAACCCAGCAGACAATG	qRT-PCR: mir 221-222 polycistron
<i>mmp10</i>	TGGACACTTGACCCCTCAGG	ATCTTCTTACGGTGGGAGG	qRT-PCR
<i>mmp13</i>	CAGTTGACAGGCTCCGAGAA	CGTGTGCCAGAAGACCAGAA	qRT-PCR
<i>mmp2</i>	GGTTTCCCTAAGCTCATCGC	GCTTCCAACTTACGCTCT	qRT-PCR
<i>mmp3</i>	GTTGTGTGCTCATCTACCC	TCATCTCCAACCCGAGGAAC	qRT-PCR
<i>ocln</i>	GAATGGCAAGCGATCATACC	CATCCACACTCAAGGTCAGA	qRT-PCR
<i>rpl4</i>	CTACTGCACTGGCAACCAAA	TCTTGGCAACCACTTTTTC	qRT-PCR
<i>rps29</i>	ATGGGTCAACAGCAGCTCTA	GCCTATGTCCTTCGCGTACT	qRT-PCR
<i>s100a4</i>	TGAGCAACTTGGACAGCAACA	TTCCGGGGTTCCTTATCTGGG	qRT-PCR
<i>snai1</i>	CATGTCTGGACCTGGTTCCT	AAGGGTCTTGAGGGAGGTA	qRT-PCR
<i>snai2</i>	AAAGCCTTTCTTTCGCCCTC	AGCAGCCAGACTCCTCATGT	qRT-PCR
<i>spp1</i>	TGGCTGAATCTGAGGGACT	CTATAGGATCTGGGTGCAGG	qRT-PCR
<i>tascd1</i>	CGATCCAGAACAACGATGGG	GTGTCCTTGTGCGTTCTTCG	qRT-PCR
<i>tascd2</i>	AGATGAGAAGCGAACCTAGC	AGAATTAACAGGCCAACCCA	qRT-PCR
<i>tgfb1</i>	GTCCTTGCCCTCTACAACCA	GTTGGACAACCTGCTCCACT	qRT-PCR
<i>tgfb2</i>	CCCACATCTCTGCTAATGT	CGAAGGCAGCAATTATCCTG	qRT-PCR
<i>tgfb3</i>	TCAGCCCAATGGAGACATAC	GGGTTGTGGTGATCCTTTTG	qRT-PCR
<i>tgfbr-1</i>	ACCGTGTGCCAATGAAGAG	TTCTCCAAACCGACCTTTGC	qRT-PCR
<i>tgfbr-2</i>	GGACCCTACTCTGTCTGTGG	TGGAGTAGACATCCGTCTGC	qRT-PCR
<i>trps1</i>	AGAGAGCAAGACCAAGGATG	ATTCTTTCGCCAGAGAGAGG	qRT-PCR
<i>vim</i>	GTGCGCCAGCAGTATGAAAG	GCATCGTTGTTCCGGTTGG	qRT-PCR
<i>zeb1</i>	GCATCCAAAGAGCAAGAAGC	ACTGGGCTGCTCAAGACTGT	qRT-PCR
<i>zeb2</i>	CTATTCCCCTGCATCAGCAT	GGCTTGTCAGTCTTTTCTCG	qRT-PCR
<i>Tgfb1-A</i>	GAGGCCACTAGAAACCTAAC	CTTTGTGGTCTCTCACTCT	ChIP qPCR: genomic
<i>Tgfb1-B</i>	GCTGGTTGAGAGAAGAGGAA	CAAGAAGTCCCCACGTCTC	ChIP qPCR: genomic
<i>Zeb1 -A</i>	CAAAGTGCGCAACTCGTCT	GGACGCTGCAGAGTTTGAAT	ChIP qPCR: genomic
<i>Zeb1 -B</i>	AACAGATGACTTAACGGGGG	CTGCAGCGATCAAGAATCTC	ChIP qPCR: genomic
<i>Zeb2</i>	CGGCTGAGGACTTTTCTGAG	CGAGGGGATCAGAGACAAGA	ChIP qPCR: genomic
<i>Oaz1</i>	AGTCAGCGGGATCACAGTCT	CTGGGAGCTCGATGTAGAGG	ChIP qPCR: genomic

Sup Table 3