

EGR/SP1 (+) overlapping region: **agcccccACCCcccg**

Transcription Factor Binding Sites common to at least 100% of the sequences

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
1	TempSeq_H2ScGWr5		V\$EGRE	V\$NGFIC.01		1	19	-	0.814	0.755	cgggGGGTggggggcct

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
9	TempSeq_H2ScGWr5		V\$SP1F	V\$SP1.01		4	20	-	0.896	0.772	acgggGGGTggggggcct

(B) Homo sapiens zinc finger E-box binding homeobox 1 (ZEB1), RefSeqGene on chromosome 10
NCBI Reference Sequence: NG_017048.1

-1132

TTGTGGTTATCTGTATGGTCTTTTCAGAAATCCCAAACCTGTACCAAGTCAAGGATAAAATAAGATAAAA#TCAG
 CAATCTATCAGGTTTCAGAGATCACAATCTGTTCAGCCGATGCTTCTTGCCTTAAGGTCCTGCACGGCGATGACCGCTCATT
 GGAAGGAATTCATGGCCTGTGGATACCTTAGCTCTGAGTCCTGCCACCTAGGATCCCACGGTTCTACGCGAG*GAAGAGGGCG
 GGGAGCGCGGACC*GGGTGTGGGAGGCCGAGGTGACAGCAGGTGAGGGCCGGGTGCGGATGGGGAAGTGAGACAAGCACC
 GTGTGGGTATTACTCATTCCGCTCTACTAAGGAGGCTGCTGGCAAGCGGAACTTCTAGCCTCTCTTTCAATCCAGCTGAAGTTC
 AATCTCATTGAAGTCACTTCCCATCCCGGTTTCGCTTGGGGGAAACCAGGCGTCCCTGGAAGGGAAGGGAAGGGAGTCCGGG
 CTGCGCGGGTCAGGTAGCCTCTCTCCGGTCGCCGCTGTCCTCGCCGTCGCCAAACCTGCCCTCCCCTCATCAAGGGAATC
 CCCGGGGAGTCCAGACCGCGATCCCTTTCCTTGGCCCCGGGGTGGGGGGGGCGGACACGCGAGGGCGTGGGACTGATGGTAGC
 CCTGCCTCCAGGAAGCAGGCAGGCGGGGACCTCTGGGCGCTCGGAGGGGCAGCTCCGAGGGCACAGGGTACAGGGAGAATC
 AGCCAGATCCCTCCCTGCCCGGGCAGCCGCGGCGGGTGTGGCCAGCGCGGAGGCAGGACGCCGCCGAGCCTCCAACCTTAC
 CTTTCCAACCTCCGACAGCCCCTGCGCTTTCTGACCGCTCCCTACGTTTTCCCGCATCCGCTCCCTCTCCCCACCACACCTG
 AGGAAAACCTTTTCCCTCGCCCCTCAATTCAAATTCAGCAGTGCCACGGTTGCCGCAAACCGCCCGGTCCCTAGCAACAAGGT
 TCCGGCCGTAGAGCGAGAGCCTCTAGGTGTAAGGAAGGTGATGTCGTAAGCCGGGAGTGTGTAAGCCAGGTGCGGTGGGG
 AGGGGGGAGGGGTGGAGGCGGAGGGGTGGGGGGGAAGGGGGAGGGAGGGGGAGGGGTGACTCGAGCATTAGACACAAG
 CGAGAGGATCATGCGGGATGGCCCCAGGTGTAAGCGCAGAAAGCAGGCGAACCCGCGGCGCAATAACGGTGAGTGGCGGAG
 GGGACCGGGGAGCGGCGGAGTCAGGGGGAGCTGGGCAGCCGGGGCGCCCCGGGGGTGAGGGGGGCGAGCCGGGCTGGGG
 GCAGCCGGGGCAGGGACGGCAAAGTGGAGTGGGAAAGTAGAA

#: TPA-responsive element (-1061~-830) is marked with [grey box]

* Searching results of EGR1 and SP1 binding regions downstream of TCACA by Genomatix software

EGR-1 (+) 5' gggtgTGGGaggccgaggt 3'

Sp1(+): 5' gaagaGGGCggggagcg 3'

EGR

Common Match Table (click on headers to sort columns)

#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
43	TempSeq_8mUOFsy9		VSEGRF	VSWT1.01		152	170	+	0.922	1.000	gggigTGGGaggccgag

SP1

Common Match Table (click on headers to sort columns)

#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
27	TempSeq_8mUOFsy9		VSSP1F	VSSP1.03		129	145	+	0.958	1.000	gaagaGGGCggggagcg

(C) **Homo sapiens fibronectin 1 (FN1), RefSeqGene on chromosome 2**

>gi|238018066|ref|NG_012196.1| **Homo sapiens fibronectin 1 (FN1), RefSeqGene on chromosome 2**
-683

CTCAAACACTACCACCACCCCAATAAAAAAGAAAAGGGGAAGGGGGAGCGTCTTGCAACCCCTTCGCTTCACACAAGTCC
 AGCCACTCCCTTTCTCCAGCCGCTTCCCATCCCTTCCCCATCCCTTAAAAAGTTTGATGACCGCAAAGGAAACCGAAAA
 AAAGTTGTCTTGCCCCAGTCTGGCGGGCCATCAGCATCTCTTTTGTTCGCTGCGAACCCACAGTCCCCCGTGACGTCACCC
 GGAGCCCCGGGCCAATCGGCGCGCGGTTCGGCTGCGGCGG*CGGCGGGCGGGCGGGCGGGTGGGGTGGGGCGGGGCGGGG
 ACAGCCCCGGCGGGTCTCTCTCCCCGCGCCCCGGGCCTCCAGAGGGGCGGGAGGGGACCGTCCCATATAAGCCCCGGCTC
 CCGGCGCTCGGACGCCCGCGCCGGCTGTGCTGCACAGGGGGAGGAGAGGGAACCCAGGCGCGAGCGGGAAGAGGGGAC
 CTGCAGCCACAACCTCTCTGGTCCTCTGCATCCCTTCTGTCCCTCCACCCGTCCCCTTCCCCACCCTCTGGCCCCACCTTCT
 TGGAGGCGACAACCCCGGGAGGCATTAGAAGGGATTTTTCCCGCAGGTTGCGAAGGGAAGCAAACCTGGTGGCAACTTG
 CCTCCCGGTGCGGGCGTCTCTCCCCACCGTCTCAACATGCTTAGGGGTCCGGGGCCCCGGGCTGCTGCTGCTGGCCGTCCA
 GTGCCTGGGGACAGCGGTGCCCTCCACGGGAGCCTCGAAGAGCAAGAGGCAGGCTCAGCAAATGGTTCAGCCCCAGTCCC
 CGGTGGCTGTGAGTCAAAGCAAGCGTGAGTACTGACCGCGGGCTGAAACAGGCTGCCTCAGGGATGGGACCCTAAAGCCG
 ACCAAAGTTGGGGCTGAAGTTTTGTGCGCGCGCTGTGTGCGAGTGTGTGCGCGCTTACTGAGAGAAACCAGCTGTGCAC
 AAAAAAGACCGAGTTTTGAGCACGCTGTTTCTGAGGGCCTGGGATGATAAGACCGTGCATTGGAGGACGAGGACTCTGCG
 ACTTTCCCGTGTCTAATAAATCTGCACGTTTCAAGATTGCTCTTCTAGGAATTAACCAAACTTGCCTTTAAAGAGAAAAATG
 ATGCATGTCTATAAATTTCCGTCTGGGATTAGTGTGGTCTTACTGCTACTTATTTCTTCTGTAAATAATTGGTCAAATATT
 TCAACATGGGGGTGAAAGGGGGTATTGAAATAGCTGTCTTGTCTTAACTAACTTGAAGAGATGTAATTGGTTCAGACCT
 CTTTAGGGCCGCTCAGGATACTTACCAAGAACAGAGGTTGGAATTTCTTCCGTTTTTCAAAGACACACCCTCCTTTTGCTTT
 GAGAAAGCTGCTTAAAGTTGCTTTTTGACTATTACTCCAAAAGAATATTTAAGTTCCTTGCATGTTTTAAAAATGTGACTTC
 AATTGTCTGCCTTCCAAAATGTTTCCAACCTTTTTATGTAGACCCCTGGCCAGATGGAATGACATCATTGTATATAACTTTTA
 GCAAAGTTAAAAGGAAAAAATATGTACGTCAATATTCACATGAAGAAAATTCCATAATTTGGGAAAAGGAGAAAATGCAAA
 TGTAACGTTTTCTTCAATTATTTGCAGCCGGTGTATGACAATGGAAAACACTATCAGATAAATCAACAGTGGGAGCGGAC
 CTACCTA

* Searching results of EGR1 and SP1 binding regions downstream of TCACA by Genomatix software

EGR-1 (-): 5' **cggcgggCGGCGggcggg** 3'

Sp1 (+): 5' **ccggcGGGCgggcgggc** 3'

EGR/SP1 overlapping region in FN1: **cggcGGGCgggcgggc**

EGR1

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
140	TempSeq_DKm4zj4E		VSEGRF	VSEGR2.02		259	277	-	0.943	0.850	gcgGGGgaggagaccg
77	TempSeq_DKm4zj4E		VSEGRF	VSEGR1.04		211	229	+	0.888	1.000	cggcgggCGGCGggcggg

SP1

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
160	TempSeq_DKm4zj4E			V\$SP1F	V\$SP1.01	290	306	+	0.963	1.000	cagagGGCGgggagggg
76	TempSeq_DKm4zj4E			V\$SP1F	V\$SP1.03	210	226	+	0.936	1.000	ccggcGGGCggggcggt

(D) Homo sapiens lymphoid enhancer-binding factor 1 (LEF1), RefSeqGene on chromosome 4

-789

TATAAGCAGCGCCCGGTCCTTCCTTCTCTCGCCAAGTTGCCTGATCCTCCCTCCAGGCGCGCGGCACACACCACAC**TCA**
CACACCCCCAAAACCAAGACTCGTCCTACAGGATCTGGGAAAAGAAAAAGAAAAAAGCCCTCAATCACCACCTCCTTCT
 ***CGCCGACTCCCCTCACCCCGCCT**CCCCTCCAGCGGGCAGCCAAGGAGAGCTAGAGGCGGGGAGGGGAGAGGGAG
 GAGAAGCGACGCAAGTGGGTAGCTTTTCAGCGCCGGCGAGGCGCGGGAGGAGGAGAAGCAGTGGGGAGGCGCAGCCGC
 TCACCTGCGGGGAGGGCGCGGAGGAGGGACCCGGGCTGCGCGCTCTCGGGCCGAGGAACCAGGACGCGCCCGGAGCCT
 CGCACGCGGCCAAGCTCGGGGCGTCCCCTCCCCTCGGCCGGGCGAACTCAAGGGGCGCAGCTCTTTGCTTTGACAGAGCT
 GGCCGGCGGAGGCGTGCAGAGCGGCGAGCCGGCGAGCCAGGCTGAGAACTCGAGCCGGGAACAAAGAGGGGTTCGGAC
 TGAGTGTGTGTGTGTCGGCTCGAGCTCCGGGCAGAGGCATTGGGCCCGAGGCCCCCGCTGTGACTCCCCGAGACTCCGCAG
 TGCCCTCCACTGCGGAGTCCCCGCGCTTGCCGGCAAAAACCTTTATCTTTGGCAAACCTCTCTTTCTCTTCCCCTCCTCCTCG
 GCCCCATCTTCTGCTCCTCCTCCTTCTCTAGCAGATTA**ATG**AGCCTCGAGAAGAAAAACCGAAGCGAAAGGGAAGAAA
 ATAAGAAGATCTAAAACGACATCTCCAGCGTGGGTGGCTCCTTTTTCTTTTTCTTTTTTCCCACCCTTCAGGAAGTGGAC
 GTTTCGTTATCTTCTGATCCTTGACCTTCTTTTGGGGCAAACGGGGCCCTTCTGCCAGATCCCCTCTCTTTTCTCGGAAAA
 CAAACTACTAAGTCGGCATCCGGGGTAACTACAGTGGAGAGGGTTTCGCGGAGACGCGCCCGCGGACCCTCCTCTGCAC
 TTTGGGGAGGCGTGCTCCCTCCAGAACCGGCGTTCTCCGCGCGCAAATCCCGGCGACGCGGGGTGCGGGGGTGGCCGCCG
 GGGCAGCCTCGTCTAGCGCGCGCCGCGCAGACGCCCCCGGAGTCGCCAGCTACCGCAGCCCTCGCCGCCAGTGCCCTTC
 GGCTCGGGGGCGGGCGCCTGCGTGGTCTCCGCGAAGCGGGAAAGCGCGGCGCCGCCGGGATTCGGGCGCCGCGGCA
 GCTGCTCCGGCTGCCGGCCGGCGGCCCGCGCTCGCCCGCCCCGCTTCCGCCCGCTGTCCTGCTGCACGAACCCCTCCAAC
 TCTCCTTTCCTCCCCACCCTTGAGTTACCCCTCTGTCTTTCCTGCTGTTGCGCGGGTGCTCCACAGCGGAGCGGAGATTA
 CAGAGCCCGCCGGGATG

* Searching results of EGR1 and SP1 binding regions downstream of TCACA by Genomatix software

EGR-1 (-): 5' **gggtgAGGGggagtcggcg** 3'

Sp1 (-): 5' **aggcGGGGggtgagggg** 3'

EGR/SP1 overlapping region in LEF1: **CCCCTCACCC**

EGR1

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
20	TempSeq_imNCTbvt			V\$EGRE	V\$WT1.01	79	97	-	0.928	0.837	gggtgAGGGggagtcggcg

SP1

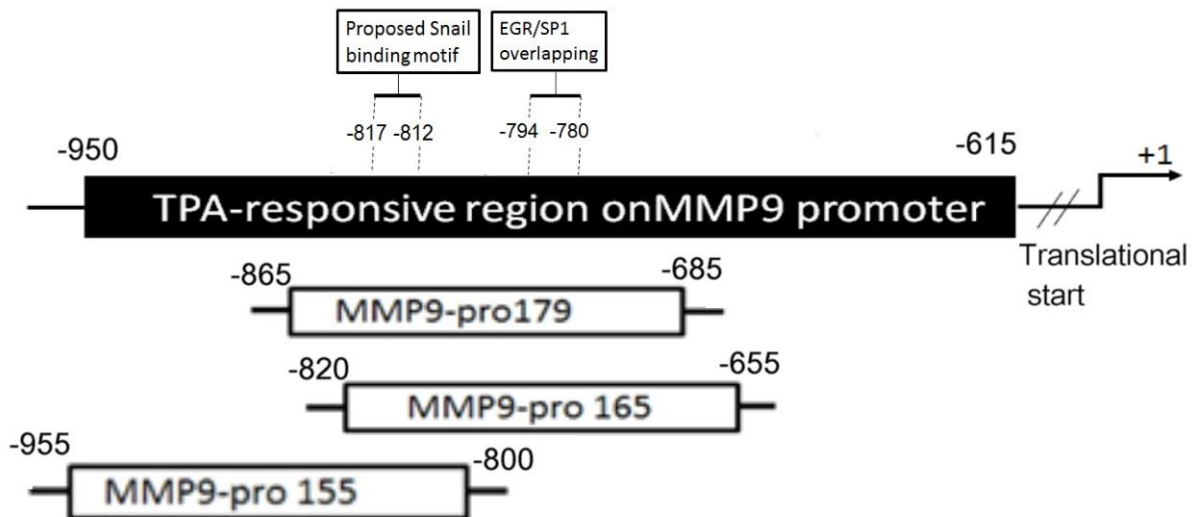
Transcription Factor Binding Sites common to at least 100% of the sequences

Common Match Table (click on headers to sort columns)											
#	Seq. name	Gene Id	Symbol	Family	Matrix	Start	End	Strand	Matrix sim.	Core sim.	Sequence
28	TempSeq_lmNCTpwt		V\$SP1F	V\$TFEG.01		88	104	-	0.849	1.000	agcGGGggtgaggg

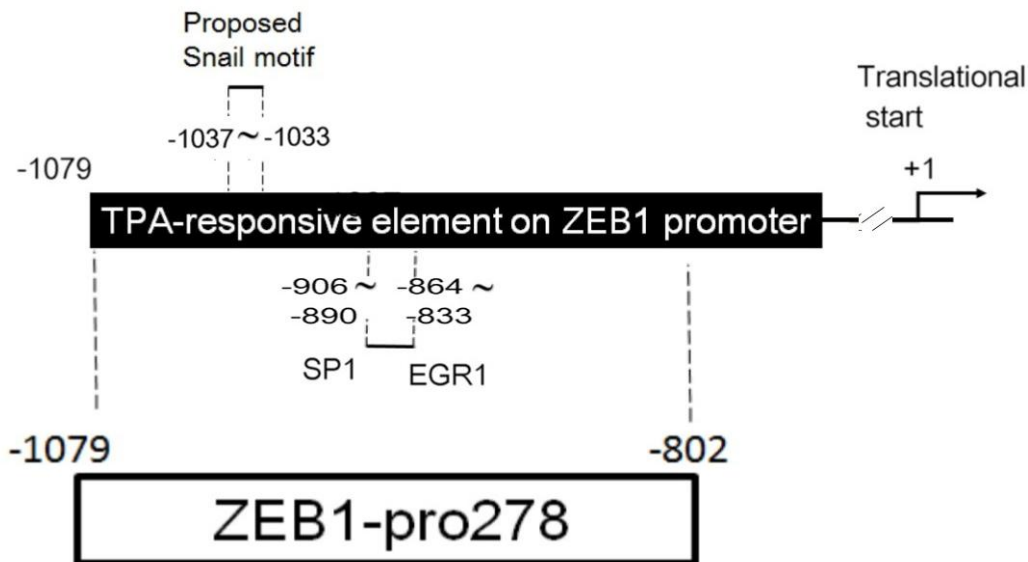
The distal promoter regions of MMP9 (A), ZEB1 (B), fibronectin (C) and lymphoid enhancer-binding factor 1 (LEF1) (D) upstream of translational initiation codon (marked as **ATG**) contained similar sequence architecture including **TCACA** (marked with yellow) and downstream EGR1 and SP1 binding region (marked with light blue and red). The EGR1 and SP1 overlapping region in promoters of MMP9 (A), fibronectin (C) and LEF1 (D) are marked with green. There are two separated region (by 6 bp) of alternative EGR1 and SP1 binding site on ZEB1 promoter. The binding sequences for EGR1 and SP1 for each promoter are demonstrated in the table quoted from the searching results obtained by Genomatix software. TPA-responsive elements in MMP9 and ZEB1 promoters, located at (-832 ~ -771 bp) and (-1061 ~ -830), respectively, are marked with

Supplemental Fig. 2 MAP for ChIP fragment of MMP9 / ZEB1 promoter and EMSA probe for MMP9 promoter

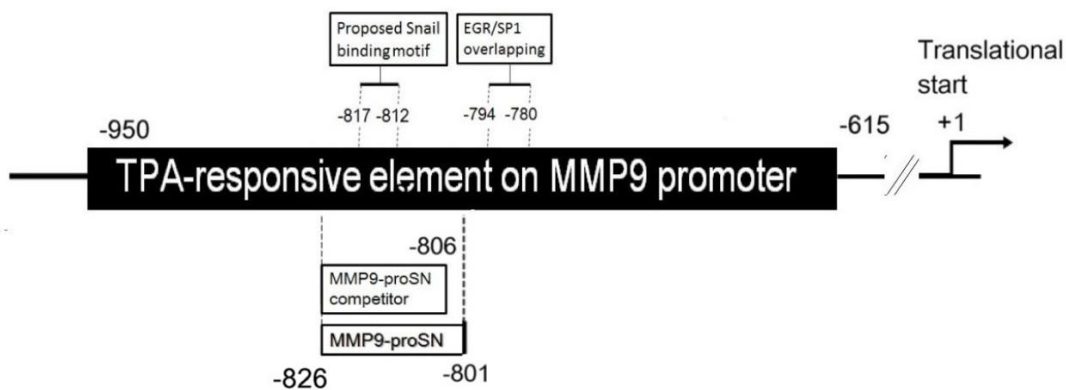
(A)



(B)



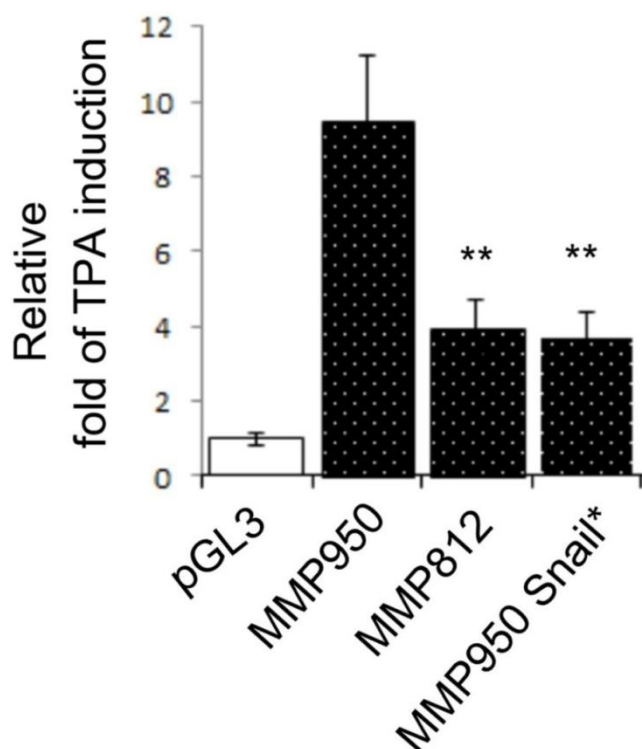
(C)



Schematic MAP showing the PCR fragment amplified for the ChIP assay of Snail, EGR and SP1 on MMP9 (A) and ZEB1 (B) promoters and EMSA probe (C) for MMP9 promoter. The black bars represent the distal promoter region of MMP9 (A,C) and ZEB1 (B) from -950 bp and -1079 bp, respectively, upstream of the translation start site. In (A), the sequence of MMP9-pro179 and MMP9-pro165 are located between -865 to -685 bp and -820 to -655 bp, respectively containing both the proposed Snail target region and EGR/SP1 overlapping binding site, whereas MMP9-pro 155 is located between -955 to -800 bp containing the proposed Snail target region only. In (B), the sequence of ZEB1 pro278 are located between -1079 bp to -802 containing both the proposed Snail target region and EGR/SP1 overlapping binding site. In (C), the EMSA probe of MMP9, MMP9-proSN, containing the sequence

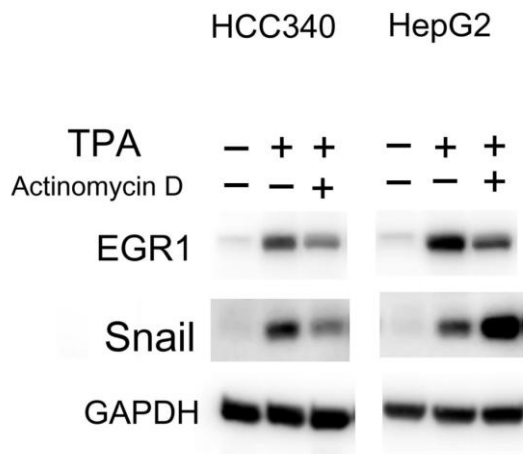
from -817 to -794 bp spanning the region of proposed Snail motif but not EGR/SP1 binding site.

Supplemental Fig. 3 (S3 Fig) Deletion or mutation of the proposed Snail binding motif decreased TPA-induced promoter activation of MMP9 and in a similar extent



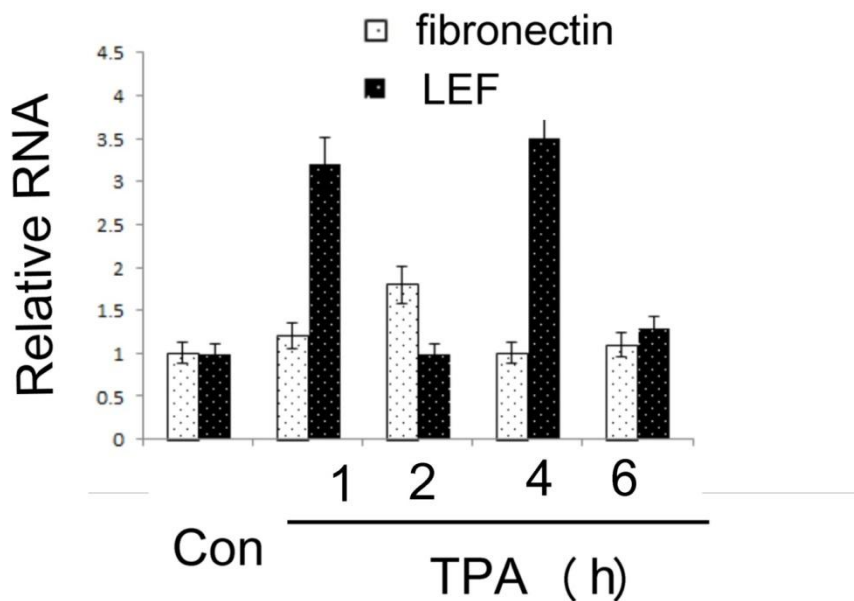
HepG2 cells were transfected with pGL3 vector, the indicated MMP9 promoter plasmids including full length promoter MMP9-950, MMP9-812 with deletion of Snail binding motif, or mutant promoter MMP9-950 Snail* with alteration on the putative binding region of Snail transcriptional factors, for 24 h. Subsequently, the cells were untreated or treated with 50 nM TPA for 24h and then single luciferase assay were performed. The relative fold of TPA induction for each promoter were quantitated as the activity of TPA treated *vs* untreated, taking the data of pGL3 as 1.0. (**) represent the statistical significant difference ($p < 0.05$, $N=3$) of fold of TPA induction between each of the indicated promoters and the full length promoter (MMP9-950) .

Supplemental Fig. 4 (S4 Fig) Actinomycin D affected TPA-induced EGR and Snail expression



HepG2 and HCC340 cells were untreated, treated with TPA (50 nM) alone or TPA coupled with actinomycin D (20 nM) for 4 h. Western blot of indicated molecules were performed, using GAPDH as a internal control. The data is representative of two reproducible experiments.

Supplemental Fig. 5 (S5 Fig) TPA-induced mRNA expression of fibronectin and lymphoid enhancer-binding factor (LEF)



HepG2 cells were treated with 50 nM TPA for the time indicated. Quantitative RT-PCR of fibronectin and LEF were performed. The data shown are average of two reproducible experiment with C.V. 12%

Supplemental Fig. 6 (S6 Fig) TPA induced slight association of SP1 with Snail



HepG2 cells were treated with TPA (50 nM) for indicated time. Immunoprecipitation (IP) of SP1 followed by Western blot of SP1 and Snail were performed, using heavy chain of Ab as an internal control. The data is representative of two reproducible experiments.