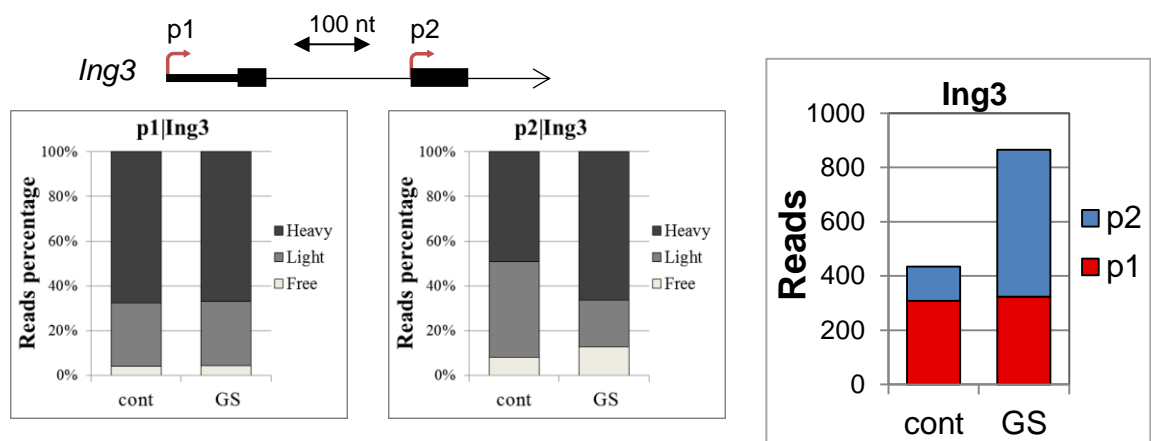
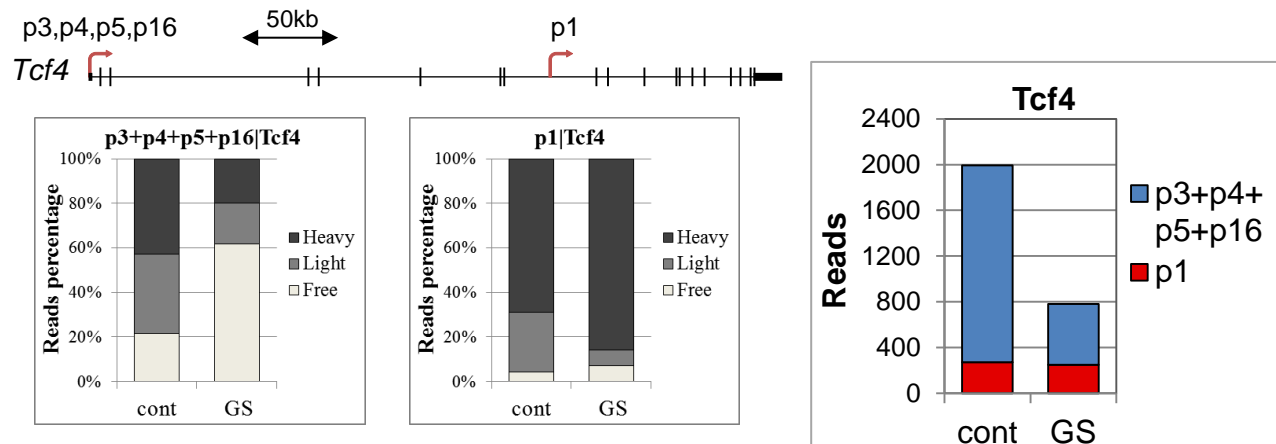


A.



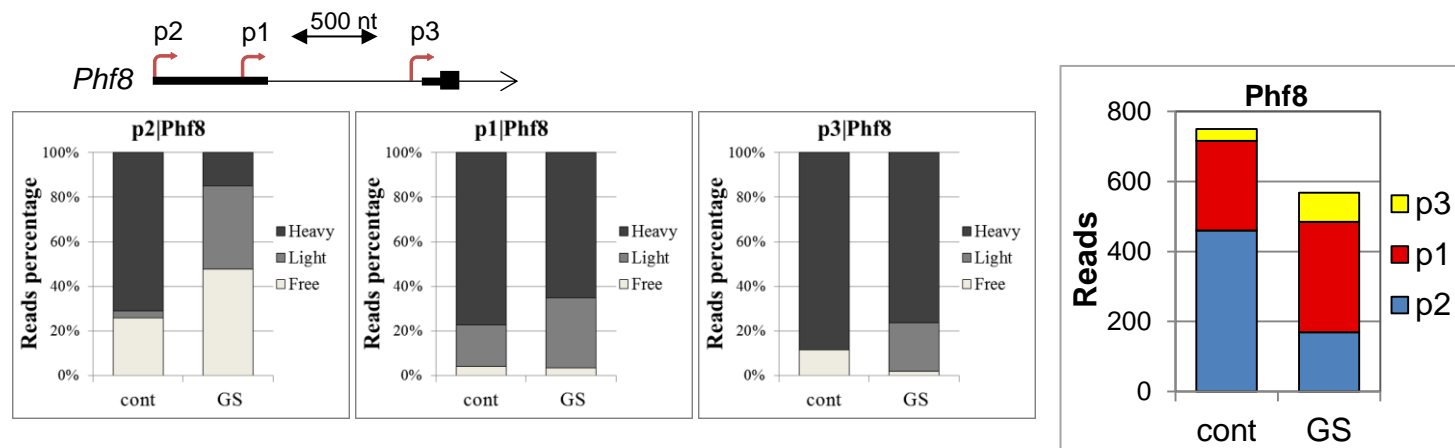
p2, that creates the shorter isoform with new N-terminus, is induced following GS (both in transcription and translation), while p1 is not affected.

B.



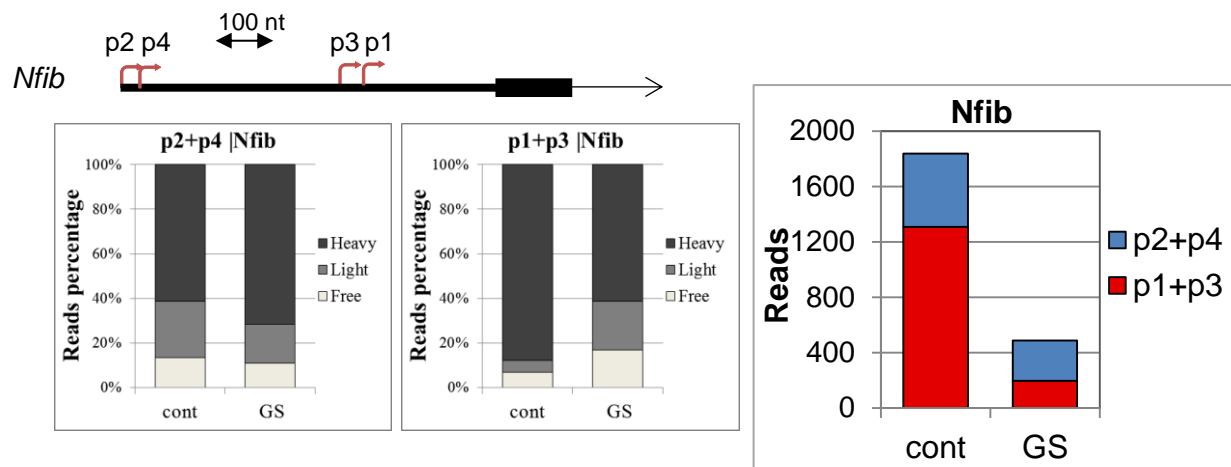
p1, that creates significantly shorter mRNA isoform (and codes a protein with ~200a.a. truncated N-terminus) is slightly induced (translationally) while others promoters, that create the full-length Tcf4 protein are significantly attenuated, both in transcription and translation, following GS.

C.



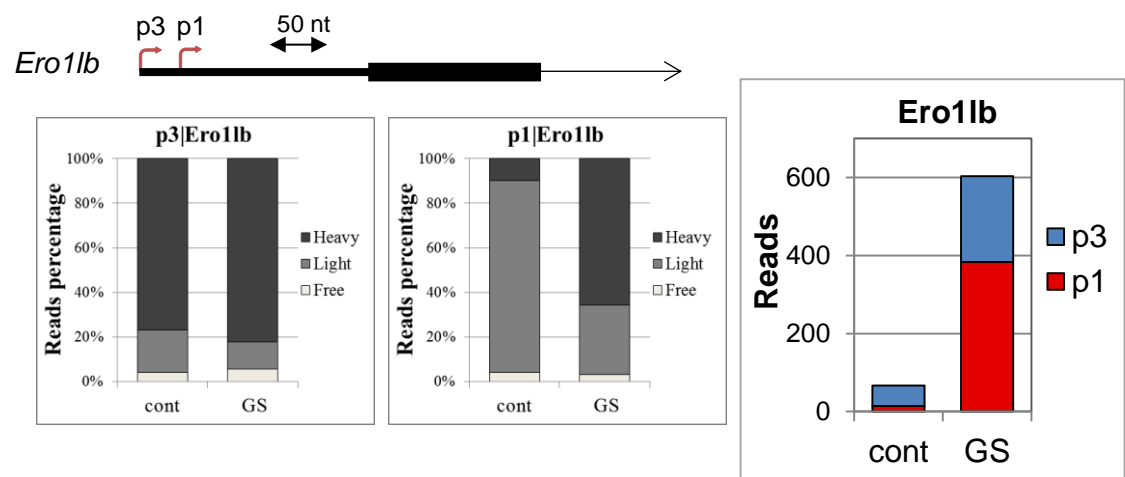
p2, which creates the isoform with the longest 5'UTR, is reduced both in transcription and translation following GS, while p3, which creates the isoform with the shortest 5'UTR is moderately induced.

D.



p1 and p3, are significantly attenuated following GS (transcriptionally and translationally), while p2 and p4, that create an isoform with ~450nt longer 5'UTR, are much less transcriptionally effected and are slightly translationally induced.

E.



The induction of transcription and translation caused by GS to p1 is significantly greater than to p3.