Tissue specific optimized AAV Plasmids are now available to make research & therapy more targeted

Gene Therapy development progresses with tissue specific AAV Plasmids developed by Europe's leading commercial supplier of viral vectors, SIRION Biotech in Munich.

Munich, **19 August 2014**, viral vectors are a new class of biologics that help treat diseases caused by defective gene function / proteins ("gene therapy"). More than 20 companies worldwide the majority of which originate in the United States are applying viral vectors to conduct clinical studies.

A key hurdle when applying viral vectors is to limit the transduction (gene transfer) to the appropriate cells of a specific tissue without affecting their surrounding environment. But, how can an expression system differentiate between tissue or even cell type? SIRION Biotech, in cooperation with U of Munich (LMU) and U of Cologne, has developed a line of viral vectors with specific promotors that are only active in a specific set of targetetd cells to initiate the desired gene expression. Using this method, the gene of interest is only being expressed in the targeted tissue which is relevant for the desired therapy. This improves the effectiveness of the therapy and also addresses safety concerns by reducing the likelihood of side effects.

Recently the company announced a new line of cell specific AAV construction plasmids, controlling expression in brain & retinal sensory cells, liver, cardiac and skeletal muscle. They are based on the commonly used AAV 2 single strand serotype and contain a classical multiple-cloning-site (MCS) for easy, customized manipulation by the experimenter.

SIRION Biotech is offering such plasmids as kits at affordable pricing of $ 900 and $ 1.300, making it available to a broad academic and industrial audience. The packages include the AAV construction plasmids, vector maps and additional control vectors equipped with an ubiquitous promotor.

About SIRION Biotech www.SIRION-Biotech.com

SIRION Biotech started in Munich in 2007 with the idea of enabling novel cell models closer to reality than ever before. This required the assembly of an all-encompassing, novel viral vector platform. Both, designing de novo viral vectors and the subsequent creation of custom cell models will pave the way for superior compound development in the life sciences. Many of SIRION's viral vectors are being used to conducting clinical studies. SIRION's technologies have been validated in over 400 single projects with more than 150 academic and industrial partners. As a result, cell models for drug discovery and development have become highly reliable, as have the use of new viral vectors in gene therapy and vaccine studies.

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