**Supplemental Data.** **Figure 1 UAB30 increased nuclear expression of RXR.** Representative photomicrographs of G401 cells stained for total RXR (red) and nucleus (DAPI, blue) showed increased overlap after UAB30 treatment (merged, *bottom right panel*) indicating increased RXR staining in the nucleus following UAB30 treatment when compared to control (merged, *top right panel*).

**Supplemental Data.** **Figure 2 UAB30 increased apoptosis.**  Western blotting for caspase 3 was used to detect apoptosis. Whole cell lysates were separated on SDS-PAGE gels and probed with anti-caspase 3 antibody that recognized both total and cleaved products. Total caspase 3 was decreased in all 3 cell lines with UAB30 (100 µM) and cleaved caspase 3 was seen with G401 cells, indicating apoptosis. Staining for β-actin confirmed equal protein loading.

**Supplemental Data.** **Figure 3 UAB30 decreased proliferation.** Cellular proliferation was measured with trypan blue exclusion. Cell lines were treated with UAB30 at 0 or 10 μM for 24 hrs. Cells were stained with trypan blue and counted with a hemacytometer. **A** The total number of cells decreased in all 3 cell lines, but this decrease did not reach statistical significance. **B** However, when the ratio between the dead : viable cells was examined, this ratio was significantly increased indicating that the cells were not proliferating.

**Supplemental Data.** **Figure 4 UAB30 decreased migration.** G401 and HuH6 cells were plated and once they reached near confluence, a 20µL pipette was utilized to create a standard scratch on the plates. **A** The area of the scratch was quantified by measuring the pixel count of the scratched area and comparing it to time zero. Data were reported as percentage of scratch area closed after 24 hrs. Both cell lines showed a significant decrease in the ability to migrate following UAB30. **B** Representative photographs of the G401 (*upper panel*) and the HuH6 (*lower panel*) migration inserts. UAB30 treatment decreased the number of cells migrating through the membrane. There was a For the HuH6 cell lines, dashed lines represent distance of original scratch, solid lines the distance remaining after 24 hrs.

**Supplemental Data.** **Figure 5 UAB30 decreased tumor growth in SK-NEP-1 xenografts.** In the SK-NEP-1 *in vivo* experiments, the animals fed UAB30 chow, although healthy throughout the experiment, gained weight at a slower rate than animals fed vehicle-treated chow. To demonstrate that the smaller size did not affect the tumor volumes, we calculated a tumor weight to animal weight ratio to correct for the smaller size of the UAB30 treated animals. There was a significant decrease between the tumor : animal weight ratio between animals treated with UAB30 compared to vehicle, demonstrating that decreased animal weight was not responsible for decreased tumor growth.

**Supplemental Data.** **Figure 6 UAB30 did not alter expression or phosphorylation of kinases.** The effects of UAB30 upon the expression and phosphorylation of kinases involved in cellular survival and apoptosis were evaluated with immunoblotting. Cells were treated with UAB30 (10 µM) and whole cell lysates were examined with immunoblotting for total and phosphorylated ERK1/2, total and phospho-FAK, total and phospho-SRC and total and phosphorylated AKT on SDS-PAGE gels. UAB30 did not result in an increase in kinase expression or phosphorylation in any of the cell lines studied. The phosphorylation of the kinases followed the expression of the total protein.