

How the π Conjugation Length Affects the Fluorescence Emission Efficiency [*J. Am. Chem. Soc.* **2008**, *130*, 13867–13869]. Yoshihiro Yamaguchi,* Yoshio Matsubara, Takanori Ochi, Tateaki Wakamiya, and Zen-ichi Yoshida*

Page 13868. In eq 12, k_m is incorrect; it should read k_{nr} . The corrected eq 12 is shown below.

$$\Phi_f = 1/((k_{nr}/k_r) + 1) \quad (12)$$

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