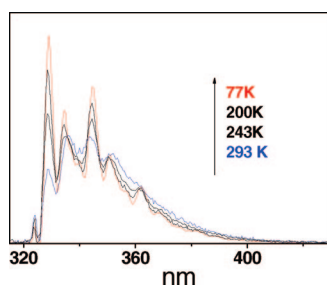
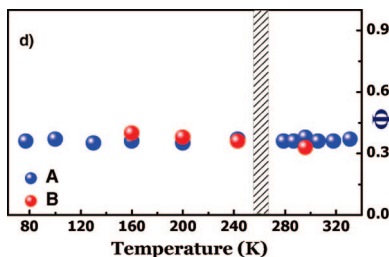


**Experimental Evidence for a Highly Reversible Excited State Equilibrium between s-Cis and s-Trans Rotational Isomers of 2-Methoxynaphthalene in Solution** [*J. Am. Chem. Soc.* **2007**, *129*, 13247–13253]. Ioanna Balomenou and George Pistolis\*

Pages 13248, 13249. Due to an error, the values of the fluorescence quantum yields of the A\* and B\* rotamers below 260 K were overestimated. The corresponding correct values at low temperatures, namely  $\Phi_{0,A} = 0.36$  and  $\Phi_{0,B} = 0.40$  (error  $\sim 10\%$ ), are identical with those measured above 260 K. The radiative and nonradiative rate constants in Table 1 are changed accordingly:  $k_{f,A} \approx k_{f,B} = 2.9 \times 10^7 \text{ s}^{-1}$  and  $k_{nr,A} \approx k_{nr,B} = 4.8 \times 10^7 \text{ s}^{-1}$ . Corrections are also made to the right top insert of Figure 1 and to Figure 2d.



**Figure 1.** (right top insert) Fluorescence spectra of **1** in 3MP ( $3.26 \times 10^{-5} \text{ M}$ ) at varying temperatures excited selectively at  $323.6 \pm 0.1 \text{ nm}$  (isosbestic point).



**Figure 2.** (d) Absolute quantum yields ( $\Phi$ ) of A\* and B\* rotamers at varying temperatures corrected for refractive index variation with temperature (excitation wavelengths as in Figure 2b).

The authors apologize for this oversight but note that the conclusions of the article are not affected by these corrections. In fact, with these corrected values, the quantum yield  $\Phi$  remains extremely constant with temperature, suggesting even more the absence of a thermally activated nonradiative process over the whole range studied (77–331 K).

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