

**Electronic supplementary information (ESI)**

**Mechanistic Studies on the Photodegradation of 2,5-Dialkoxy Substituted *para*-Phenylene Vinylene Oligomers by Singlet Oxygen**

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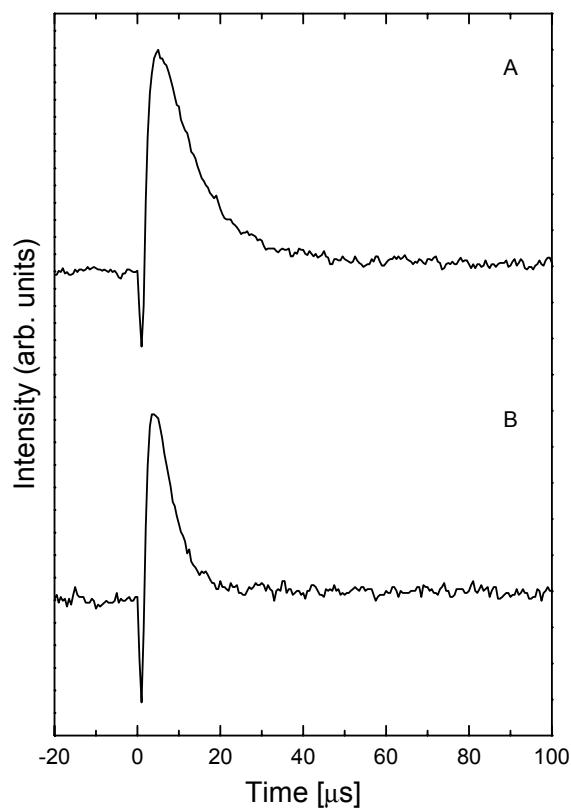


Figure S1. Decay of transient absorption of DHepODVB-dimer triplet state at 500 nm following pulse radiolysis of solutions (3mg/l) in toluene in the presence of biphenyl (10 mM): (a) argon saturated; (b) in the presence of 35  $\mu$ M oxygen.

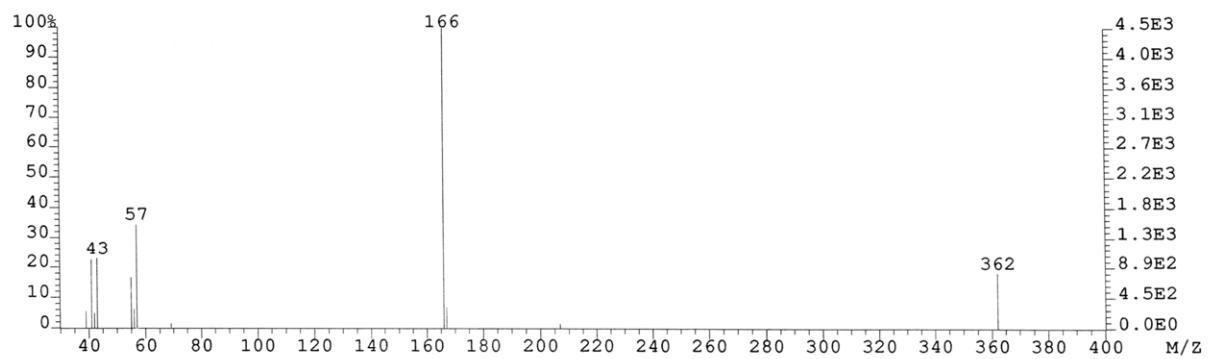


Figure S2. Mass spectrum of the photolysis product 2,5-diheptyloxy-terephthalaldehyde.