~~Claims:~~

CLAIMS

1. A method for ~~increasing~~producing a herpesvirus ~~yield~~ comprising culturing ~~a~~said herpesvirus in a cell culture that comprises between 5 µM and 75 µM aurintricarboxylic acid and serum~~; wherein aurintricarboxylic acid is present in an amount that increases yield of herpesvirus~~.

2. The method of claim 1, wherein said herpesvirus is a herpes simplex-1 virus (HSV-1).

3. The method of claim 2, wherein said HSV-1 is a wild type HSV-1.

4. ~~__~~ The method of claim 2, wherein said HSV-1 is a recombinant HSV-1 vector.

5. The method of claim 4, wherein said recombinant HSV-1 vector is ~~a~~an HSV-1 d27.1 vector.

6. The method of any one of claims 1-5, wherein said virus is cultured in 293, HeLa or Vero cells.

7. The method of claim 6, wherein said virus is cultured in V27 cells.

8. A method for culturing an HSV-1 d27.1 vector comprising:

(a) infecting V27 cells with an HSV-1 d27.1 vector; and

(b) culturing said infected V27 cells in a cell culture comprising between 5 µM and 75 µM aurintricarboxylic acid~~, valproic acid or dexamethasone,~~

~~wherein the concentration of aurintricarboxylic acid is in the range of about 5 to 500 µM, the concentration of valproic acid is in the range of about 0.1 to 500 mM, or the concentration of dexamethasone is in the range of about 0.1 to 500 µM, and wherein said cell culture further comprises~~ and serum.

9. The method of claim 8, wherein ~~the~~said cell culture comprises ~~aurintricarboxylic acid.~~between 2% to 20%-serum.

10. The method of claim ~~8~~9, wherein the serum is fetal bovine serum.

11. ~~The method of claim 10, wherein the serum is at least 10% by weight.~~

~~12.~~ A cell culture ~~for use in the method of claims 1 or 8~~ comprising ~~aurintricarboxylic acid,~~a herpesvirus, between 5 µM and 75 µM aurintricarboxylic acid, serum, and 293, HeLa or Vero cells.

~~13~~12. The cell culture of claim ~~12~~11 comprising V27 cells.

13. A method for producing recombinant adeno-associated virus (rAAV) virions, the method comprising culturing recombinant herpes simplex virus (rHSV) in a cell culture that comprises between 5 µM and 75 µM aurintricarboxylic acid and serum, wherein cultured recombinant herpes simplex virus is used for producing recombinant adeno-associated virus virions.

14. The method for producing rAAV virions according to claim 13, wherein cultured recombinant herpes simplex virus is a rHSV helper function vector.

15. The method for producing rAAV virions according to claim 13 or claim 14, wherein rHSV is replication-defective.

16. The method for producing rAAV virions according to claim 15, wherein the rHSV is a recombinant mutant HSV-1 strain.

17. The method for producing rAAV virions according to claim 16, wherein the recombinant mutant HSV-1 strain is a HSV-1 strain d27-1.