Claims:

1. A method for producing a virus comprising culturing said virus in a cell culture that comprises aurintricarboxylic acid.

2. The method of claim 1, wherein said virus is a herpesvirus.

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

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

5. The method of claim 3, wherein said HSV-1 is a recombinant HSV-1 vector.

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

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

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

9. 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 aurintricarboxylic acid, valproic acid or dexamethasone.

10. The method of claim 9, wherein the cell culture comprises aurintricarboxylic acid.

11. The method of either one of claims 9 or 10, wherein said cell culture further comprises serum.

12. The method of claim 11, wherein the serum is fetal bovine serum.

13. A cell culture comprising aurintricarboxylic acid and 293, HeLa or Vero cells.

14. The cell culture of claim 13 comprising V27 cells.

Claims:

1. A method for increasing herpesvirus yield comprising culturing a herpesvirus in a cell culture that comprises aurintricarboxylic acid.

2. The method of claim 1, wherein the cell culture further comprises serum.

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

~~4~~. The method of claim 3, wherein said HSV-1 is a wild type HSV-1.

5. The method of claim 3, wherein said HSV-1 is a recombinant HSV-1 vector.

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

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

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

9. 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 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 serum.

10. The method of claim 9, wherein the cell culture comprises aurintricarboxylic acid.

11. The method of claim 9, wherein the serum is fetal bovine serum.

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

13. A cell culture for use in the method of claims 1 or 9 comprising aurintricarboxylic acid, herpesvirus and 293, HeLa or Vero cells, wherein the aurintricarboxylic acid is present in an amount which increases the yield of herpesvirus produced in said cell culture.

14. The cell culture of claim 13 comprising V27 cells.