

Claims:

1. A synthetic muscle-specific promoter comprising
 - a) a cis-regulatory module (CRM) comprising a sequence according to SEQ ID NO: 47 or comprising a sequence which is at least 93%, 94%, 95%, 96%, 97%, 98% or 99% identical to SEQ ID NO: 47; or
 - b) a sequence according to any one of SEQ ID NOs: 27-29, or comprising a sequence which is at least 70%, 75%, 80%, 85%, 90%, 95%, 96%, 97%, 98% or 99% identical to any one of SEQ ID NOs: 27-29.
2. The synthetic muscle-specific promoter of claim 1a) comprising said CRM as set out above operably linked to a promoter element.
3. The synthetic muscle-specific promoter of claim 2, wherein the promoter element is selected from the group consisting of:
 - SEQ ID NO: 62 or a sequence which is at least 70%, 75%, 80%, 85%, 90%, 91%, 92%, 93%, 94%, 95%, 96%, 97%, 98% or 99% identical to SEQ ID NO: 62;
 - SCP1 (SEQ ID NO: 63) or a sequence which is at least 70%, 75%, 80%, 85%, 90%, 91%, 92%, 93%, 94%, 95%, 96%, 97%, 98% or 99% identical to SEQ ID NO: 63; and
 - SEQ ID NO: 65 or a sequence which is at least 70%, 75%, 80%, 85%, 90%, 91%, 92%, 93%, 94%, 95%, 96%, 97%, 98% or 99% identical to SEQ ID NO: 65.
4. The synthetic muscle-specific promoter of any preceding claim wherein the synthetic muscle-specific promoter has a length of 300 or fewer nucleotides.
5. An expression cassette comprising a synthetic muscle-specific promoter according to any one of claims 1 to 4 operably linked to a sequence encoding an expression product.
6. A vector comprising a synthetic muscle-specific promoter according to any one of claims 1 to 4, or an expression cassette according to claim 5.
7. The vector of claim 6, which is an AAV vector, an adenoviral vector, a retroviral vector or a lentiviral vector.
8. A virion comprising a vector according to claim 7.

9.A pharmaceutical composition comprising a synthetic muscle-specific promoter according to any one of claims 1 to 4 , expression cassette according to claim 5, vector according to claim 6 or 7, or virion according to claim 8.

10.A synthetic muscle-specific promoter according to any one of claims 1 to 4, expression cassette according to claim 5, vector according to claim 6 or 7, virion according to claim 8, or pharmaceutical composition according to claim 9 for use in therapy.

11.A cell comprising a synthetic muscle-specific promoter according to any one of claims 1 to 4, expression cassette according to claim 5, vector according to claim 6 or 7, or virion according to claim 8.

12.A method for producing an expression product *ex vivo*, the method comprising providing a synthetic muscle-specific expression cassette according to claim 5 in a muscle cell and expressing the gene present in the synthetic muscle-specific expression cassette.

13.A method of expressing a therapeutic transgene in a muscle cell *ex vivo*, the method comprising introducing into the muscle cell a synthetic muscle-specific expression cassette according to claim 5, vector according to claim 6 or 7, or virion according to claim 8.

14. Use of an expression cassette according to claim 5, vector according to claim 6 or 7, virion according to claim 8 or pharmaceutical composition according to claim 9, which comprises a sequence encoding a therapeutic product operably linked to a promoter according any one of claims 1 to 4, in the manufacture of a medicament for expressing a therapeutic amount of the therapeutic product in the muscle of a subject, preferably a human, in need thereof, wherein the expression cassette, vector, virion or pharmaceutical composition is to be administered to the subject.

15. The use according to claim 14, wherein the therapeutic amount of the therapeutic product is to be expressed in the skeletal and/or cardiac muscle.