Highly $\alpha$-Regioselective 1,4-Addition of Chalcones with Prenyl Bromide

![Chemical Structures and Reaction Scheme]

**Significance:** An efficient method for the introduction of a prenyl group onto the $\beta$-position of chalcones by zinc-mediated conjugate addition in the presence of tin(IV) chloride ($\text{SnCl}_4$) is reported. The corresponding products are obtained in high yields and excellent $\alpha/\gamma$-selectivities.

**Comment:** The reaction has proven to be highly $\alpha$-regioselective in a 1,4-manner. Moreover, the $\alpha$-regioselectivity of these additions is higher than that of the corresponding addition of allylic barium, lithium, and copper reagents.