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**Dognition Beta Recruitment Closes Following Broad International Response,
New Additions to Board of Directors Announced**

*Worldwide Demand Grows for Groundbreaking Service
That Helps Forge New Bonds with Canine Companions*

Durham, N.C. (Dec. 17, 2012) – [Dognition](#), the groundbreaking new service designed to enhance and enrich the relationship between dogs and their owners, is off and running toward its much-anticipated launch in January, 2013. The beta recruitment phase, which drew an immediate and enthusiastic response from dog owners in 38 countries, is now closed due to the high volume of sign-ups.

"The overwhelming response to Dognition's beta program has been extremely gratifying," said Kip Frey, CEO of Dognition. "Thousands of owners from around the world share our excitement about Dognition's promise to help them discover the individual genius of their own dogs."

In addition to the close of the beta recruitment period, Dognition also announced that it has recently added veteran media technology and marketing expert Mark Benerofe to its growing board of directors. Benerofe joins web innovators Thede Loder and Marshall Brain as independent directors, giving the company a remarkable collective resume of leadership and innovation in internet startup ventures and media partnership development.

Benerofe, who recently served as executive producer of TEDMED 2012 at the Kennedy Center in Washington, D.C., is a senior advisor to the Cleveland Heart Lab and other companies. He has been a founder and advisor to successful startups such as Boxbe, Sony Online Entertainment and Match.com, and has held senior executive positions at Priceline, Sony, CNN and Microsoft, where he initiated the partnership with NBC that formed the MSNBC network. Benerofe has also served on the board of the Women's Tennis Association (WTA), leading the effort to secure equal prize money for women at Wimbledon and the French Open.

Loder, currently serving as Chief Technology Officer of eDataSource, was part of the original technical team that created Match.com. He is the founder of the next-generation email service Boxbe and the former CEO of Leverage Information Systems. An innovator in the design and development of core technologies for online community operators, Loder brings proven strategic, technical, and product-centric leadership to Dognition.

Brain is a nationally known entrepreneur, author, consultant, TV host, speaker and founder of HowStuffWorks.com, which was sold to Discovery Communication for \$250 million. Brain has also hosted "Factory Floor with Marshall Brain" on National Geographic Channel, and is part of Triangle Angel Partners, an investor group working with early-lifecycle companies in the high tech and life sciences industries.

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With the development of the board and the strong initial consumer response, Dognition is gaining impressive early momentum. The upcoming launch represents the culmination of more than 15 years of research by some of the leading animal cognition scientists in the world, including Dognition co-founder Dr. Brian Hare, director of the [Duke Canine Cognition Center](#) at Duke University. Dr. Hare, a Harvard PhD and associate professor of evolutionary anthropology at Duke, is co-author of the forthcoming book, *The Genius of Dogs: How Dogs Are Smarter Than You Think*. Written with his wife, research scientist and journalist Vanessa Woods. *The Genius of Dogs* arrives on Feb. 5, 2013, published by Dutton, an imprint of the Penguin Group.

Dognition's innovative, web-based canine cognition assessment tool, "The Dognition Experience," uses a combination of fun, science-based games and questionnaires to provide owners with an enlightening view into their dogs' thought processes. Behavioral data is gathered via a mobile-friendly web app, entered into a global database and then analyzed using Dognition's proprietary algorithms and methodology to provide owners with a deeper understanding of how their dog sees the world.

The resulting Dognition Profile Report is an easy-to-read assessment of cognitive strengths and weaknesses, and an evaluation of each dog's unique intelligence. Not only does this enable dog owners to communicate and bond with their canine companions in more fulfilling ways, but the crowdsourced "citizen science" model encourages large-scale participation that serves the greater good of all dogs.

The tools available at Dognition are based on the findings of Dr. Hare and a scientific advisory board comprised of canine cognition and animal behavior experts from Harvard, Yale, and other elite research institutions around the world. Dognition builds on the premise that dogs are among the most extraordinary species on the planet because of their compatibility with humans and the ongoing evolution of the canine-human relationship.

"Dognition takes an astounding amount of empirical data and analyzes it through the lens of decades of cognitive research to help us deepen the connection with our dogs," said Dr. Hare. "The opportunity to learn something new about your dog's personality and contribute to the science of canine behavior is extremely rewarding for dog owners."

About Dognition

Dognition is the champion for enriching the relationships between dogs and their owners through cognitive science. Dedicated to all dogs, the service is for curious owners who treasure a deeper relationship with their dogs and are excited about gaining unique insights into dog behavior. By tailoring fun, science-based games to subscribers and by offering everyday "citizen scientists" a chance to contribute to research that furthers the study of dog cognition, The Dognition Experience helps owners discover what is extraordinary about their dogs, while contributing to the greater good of all dogs.

About Dr. Brian Hare

Dr. Hare is the director of the Duke Canine Cognition Center and associate professor in evolutionary anthropology at the Center for Cognitive Neuroscience, a division of the Duke Institute for Brain Sciences at Duke University. Dr. Hare received his Ph.D. from Harvard University.

*For more information on The Dognition Experience or to sign up, visit [Dognition.com](#) or the [Dognition Facebook page](#). For more information on Dr. Brian Hare, co-author of *The Genius of Dogs*, visit [www.brianhare.net](#) and the [Brian Hare Facebook fan page](#).*

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