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FOR IMMEDIATE RELEASE:

Dognition hits prime time with Nat Geo WILD's *IS YOUR DOG A GENIUS?*

Durham, N.C. (April 15, 2015) - Make no barks about it! **Dognition**, the science-based assessment that enhances the relationship between dogs and their owners, will be returning to prime time television this spring. This time with *Is Your Dog A Genius?*, a three-part series on **Nat Geo WILD**.

Hosted by **Dr. Brian Hare**, Chief Science Officer at Dognition and professor of evolutionary anthropology at Duke University, *Is Your Dog A Genius?* will share groundbreaking research to help dog owners better understand their furry best friends.

Through the use of the Dognition Assessment, Dr. Hare will explore the extraordinary problem solving abilities of service and everyday dogs alike. Viewers will be able to go to www.dognition.com/tv to play games from the show and assess their dog's true genius.

"Each dog is truly one-of-a-kind and has a particular approach to navigating the world. For instance, some dogs rely on memory, others have outstanding reasoning abilities. Dognition identifies the strategies that each dog uses, and on *Is Your Dog A Genius?* we get to share how famous dogs like Ricochet and Chaser as well as the dog next door uniquely problem solves. You'll get insight to better understand your own dog," said Dr. Hare.

Is Your Dog A Genius? will premiere on Friday, May 15th at 10 PM ET/PT during Nat Geo WILD's inaugural **Barkfest**, a weekend to celebrate all things dogs!

About Dognition

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

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