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**NEW SEASONS OF *UNDERDOG TO WONDERDOG* AND *IT'S ME OR THE DOG* "TRANSFORM" ANIMAL PLANET'S SATURDAY NIGHTS**

*-- Dogs Behaving Badly Become Man's Best-Behaved Friend and Shelter Dogs Convert to Pet Superstars Beginning Saturday January 2--*

(Silver Spring, MD, December 7, 2009)— Animal Planet's Saturday nights are being revamped with all new seasons of **UNDERDOG TO WONDERDOG** and **IT'S ME OR THE DOG** beginning **Saturday, January 2, at 8 PM (ET/PT)**. Each Saturday, viewers can catch these back-to-back series as they dramatically and positively change the lives of dogs and their owners forever. In **UNDERDOG TO WONDERDOG**, the Wonder Team rescues the most unlikely of shelter dogs to turn them into well groomed and trained pets for their forever homes. Then, renowned dog trainer Victoria Stilwell works miracles with families, who are at their wits' end with their dogs' horrific behavior. Without yelling or raising a hand, Victoria helps owners take back their homes and lives from their canines using positive training techniques.

"**UNDERDOG TO WONDERDOG** and **IT'S ME OR THE DOG** are literally transformative television," says Marjorie Kaplan, president and general manager. "These series have proven themselves to be entertaining pet programs, but more than that, they teach an important lesson. No situation is hopeless—every person and animal deserves a second chance. It's that message that makes these each episode so powerful."

At **8 PM (ET/PT)**, renowned dog trainer Victoria Stilwell returns for a second season of **IT'S ME OR THE DOG**. This season Victoria helps families overcome mind-boggling bad behavior, including a Pekingese named Princess, who has a history of vicious attacks against dogs and children, and an anxious Shepherd-mix named Sylvester, who gets out his energy by chewing all the furniture. Adding in a few tales of overcrowded families with just as many pets, and bickering

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roommates who won't clean up after their many defecating dogs, the second season of **IT'S ME OR THE DOG** is sure to be full of challenges and Victoria will have her hands full with both man and man's best friend.

Then, at **9 PM (ET/PT)**, the Wonder Team takes their dramatic canine rescues to a new level on **UNDERDOG TO WONDERDOG**. Led by rescue coordinator Ryan Smith, the team invests themselves into the rescue and rehabilitation of shelter dogs as they attempt to match them with the perfect family. Smith is joined by professional dog trainer and author Andrea Arden; grooming and styling extraordinaire Ali McLennan; and the show's canine carpenter, David Leon, who builds dream homes for the lucky new adoptees. Together, the team helps the dogs and their expectant families through each essential step of the transformation—from the initial rescue to the training and finally, the introduction into the family.

Throughout the season, the Wonder Team encounters both dogs and families in need of support. From a badly abused pit bull, who is afraid of people, to a mother who has been terrified of dogs her whole life, but wants to overcome her fears for her children to a case of an overweight woman and dog that help motivate each other to lose weight — the Wonder Team works with two-legged and four-legged creatures to help them overcome their fears.

**UNDERDOG TO WONDERDOG** is produced for Animal Planet by Sharp Entertainment. Bob Larson, Matt Sharp and Jon Grosskopf are the executive producers for Sharp Entertainment, and Lisa Lucas is the executive producer for Animal Planet. **IT'S ME OR THE DOG** is produced in partnership with Shed Media U.S. Nick Emmerson, Dan Peirson and Jennifer O'Connell are the executive producers for Shed Media U.S. Dawn Sinsel is executive producer for Animal Planet. Sara Helman is the director of development for both series for Animal Planet.

For those who missed season one of **IT'S ME OR THE DOG**, it will be available on DVD beginning December 15.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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