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FOR IMMEDIATE RELEASE:

DNAPRINT[®] GENOMICS INTRODUCES DOGGIE DNAPRINT[®]
Doggie DNAPrint[®] Analysis Test Uncovers Four Ancient Ancestral Breeds

SARASOTA, Fla., August 16, 2007 – DNAPrint[®] Genomics (OTCBB: DNAG) today announced the launch of its new product, Doggie DNAPrint[®], a new, easy-to-follow genetic test kit that will provide pet owners essential information for uncovering their dog's ancestry and breed.

The recent public availability of the dog genome has provided the basis for the development of cutting-edge tools and techniques for understanding canine genealogy. DNAPrint[®] can assess your dog's ancestry population and its relationship to four ancient ancestral breeds. Additionally, the test kit will display a dog's characteristics in comparison to a database of existing reference-breed dogs.

The Doggie DNAPrint[®] test kit will contain a consent form, mouth swabs, swab envelope, as well as a return envelope. Simply fill out the consent form, follow the step-by-step cheek swab instructions and send the completed consent forms and test swabs in the enclosed return envelope. Within six to nine weeks, participants will receive the results of their dog's DNA test. These will include raw genetic data, a graphic depiction of the animal's DNA plus information on how to interpret the results of this DNA test.

In the near future, DNAPrint[®] will provide a ten-digit proprietary score that will allow pet owners to compare their dog's score to DNAPrint's[®] database of purebred and mixed breeds allowing accurate breed identification. This powerful analysis uses 204 unique canine Ancestry Informative Markers (CanAIMs) on the dog genome.

Richard Gabriel, Chief Executive Officer of DNAPrint[®] Genomics, sees this as a complementary product for DNAPrint[®] given that it is using similar technology to its human ancestry products. "We are excited to have a Doggie DNAPrint[®] Club so canine pet owners can share and learn about their pet's heritage," Mr. Gabriel said. "Our ancestry customers have been asking us when we would do something similar for canines, and we are excited to be able to give them our Doggie DNAPrint[®] analysis, which we will continue to expand," he added.

"Doggie DNAPrint[®] is just the beginning in a line of animal health products. We intend to broaden our product offerings based on our proprietary genomics technology to include future applications that will enable the veterinarian community to provide better overall healthcare for your pets. Furthermore, veterinarians will be able to prescribe specific diet and exercise programs based on your pet's DNA pattern." Mr. Gabriel said.

(MORE)

Doggie DNAPrint® will retail for \$99. More information on Doggie DNAPrint® is available by visiting www.doggiednaprint.com.

About DNAPrint™ Genomics, Inc.

DNAPrint™ Genomics, Inc. (www.dnaprint.com) is a developer of genomics-based products and services in two primary markets: biomedical and forensics. DNAPrint Pharmaceuticals, Inc., a wholly owned subsidiary, develops diagnostic tests and theranostic products (drug/test combinations) using the Company's proprietary ancestry-informed genetic marker studies combined with proprietary computational modeling technology. Computational Biology and Pharmacogenomics services are also offered externally to biopharmaceutical companies. The Company's first theranostic product is PT-401, a "Super EPO" (erythropoietin) dimer protein drug for treatment of anemia in renal dialysis patients (with end stage renal disease). Preclinical and clinical development of all the Company's drug candidates will benefit from simulated pre-trials to design actual trials better and are targeted to patients with genetic profiles indicating their propensity to have the best clinical responses. DNAPrint is proud of its continued dedication to developing and supplying new technological advances in law enforcement and consumer ancestry heritage interests. Please refer to www.dnaprint.com for information on law enforcement and consumer applications which include DNAWITNESS^(TM), RETINOME^(TM), ANCESTRYbyDNA^(TM) and EURO-DNA^(TM). DNAWitness-Y and DNAWitness-Mito are two tests offered by the Company. The results from these tests may be used as identification tools when a DNA sample is deteriorated or compromised or other DNA testing fails to yield acceptable results.

Forward-Looking Statements

All statements in this press release that are not historical are forward-looking statements. Such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected, including, but not limited to, uncertainties relating to technologies, product development, manufacturing, market acceptance, cost and pricing of DNAPrint's products, dependence on collaborations and partners, regulatory approvals, competition, intellectual property of others, and patent protection and litigation. DNAPrint Genomics, Inc. expressly disclaims any obligation or undertaking, except as may be required by applicable law or regulation to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in DNAPrint's expectations with regard thereto or any change in events, conditions, or circumstances on which any such statements are based.

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