



NEWS RELEASE

ChromaDex Announces Retail Distribution of Tru Niagen® in Walmart Stores Across the United States

3/10/2021

Industry-leading NAD+ booster and healthy aging nutrient Tru Niagen® will be available in 3,000 Walmart stores across the U.S. beginning in June 2021

LOS ANGELES--(BUSINESS WIRE)-- ChromaDex Corp. (NASDAQ:CDXC) announced today its flagship consumer product and industry-leading NAD+ booster Tru Niagen® will be available in 3,000 Walmart retail stores across the United States beginning June 2021. ChromaDex will introduce Tru Niagen® in two packaging options for Walmart customers, which will have distinct serving sizes and price points. In addition to in-store availability, these two options will be available online with same-day delivery and in-store pickup options for select locations.

“We believe Tru Niagen® is one of the most important new dietary supplements to emerge in many years,” says ChromaDex CEO Rob Fried. “We are grateful to Walmart in assisting in our quest to help as many people as possible to Age Better®.”

Tru Niagen® helps users Age Better® by safely and effectively increasing NAD+ (nicotinamide adenine dinucleotide) supporting the trillions of cells in the body. NAD+ levels decline with age as well as physiological stressors including stress on the immune system, alcohol consumption, over-exercising, and lack of healthy sleep cycles. Niagen® (patented nicotinamide riboside) increases NAD+ levels safely and efficaciously, as demonstrated in nine published human trials. Niagen® has received regulatory acceptance by the world’s four leading regulatory bodies: the U.S. FDA, Health Canada, the European Commission, and the Therapeutic Goods Administration (TGA) of Australia. Scientifically superior to competing NAD+ precursors such as NMN (nicotinamide mononucleotide), Niagen® is supported by a vast amount of safety and efficacy data in humans.

For additional information on the science supporting Tru Niagen®, please visit www.truniagen.com.

For additional information about ChromaDex, please visit www.chromadex.com.

About ChromaDex:

ChromaDex Corp. is a global bioscience company dedicated to healthy aging. The ChromaDex team, which includes world-renowned scientists, is pioneering research on nicotinamide adenine dinucleotide (NAD+), levels of which decline with age. ChromaDex is the innovator behind NAD+ precursor nicotinamide riboside (NR), commercialized as the flagship ingredient Niagen®. Nicotinamide riboside and other NAD+ precursors are protected by ChromaDex's patent portfolio. ChromaDex delivers Niagen® as the sole active ingredient in its consumer product Tru Niagen® available at www.truniagen.com and through partnerships with global retailers and distributors. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

Forward-Looking Statements:

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects," "anticipates," "intends," "estimates," "plans," "potential," "possible," "probable," "believes," "seeks," "may," "will," "should," "could" or the negative of such terms or other similar expressions. More detailed information about ChromaDex and the risk factors that may affect the realization of forward-looking statements is set forth in ChromaDex's Annual Report on Form 10-K for the fiscal year ended December 31, 2019 as amended, ChromaDex's Quarterly Reports on Form 10-Q and other filings submitted by ChromaDex to the SEC, copies of which may be obtained from the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and actual results may differ materially from those suggested by these forward-looking statements. All forward-looking statements are qualified in their entirety by this cautionary statement and ChromaDex undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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Source: ChromaDex Corporation