



NEWS RELEASE

ChromaDex Supports the US Military with its Industry Leading NAD+ Supplement, Tru Niagen®

12/20/2023

Tru Niagen is now available to US troops through an exclusive Military program

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, is proud to announce its inaugural initiative to support the US Military.

As the most efficient, studied, and high-quality NAD+ boosting supplement on the market, ChromaDex's patented nicotinamide riboside (NR) supplement, **Tru Niagen®**, is now being utilized by US Military Special Operations Forces, marking a significant milestone in the product's journey toward promoting cellular health and resilience. In a gesture of gratitude and further support US troops, ChromaDex has launched an **exclusive program** that offers Tru Niagen products to active and veteran Military Service Members. This initiative reflects ChromaDex's commitment to the health and well-being of those who serve the Nation.

NAD+ is an essential coenzyme vital for cellular health and NR is the most efficient way to elevate NAD+ levels due to its ability to cross directly through the cell membrane. Clinically proven to safely and effectively increase NAD+, Tru Niagen supports cellular energy, combats physiological stress, and aids in cellular repair and recovery – all of which are vital for the physically demanding environments encountered in military operations.

"We are honored that Tru Niagen will play a role in the health and wellness of our troops," said Rob Fried, CEO of ChromaDex. "This further underscores the significance of NAD+ in physically demanding professions."

As the gold standard NAD+ boosting supplement, Tru Niagen embodies the highest scientific rigor and quality standards and is backed by two Nobel Prize winners, 30+ human clinical studies, 300 published scientific studies,

and accepted by the world's most rigorous regulatory bodies. Tru Niagen products are certified by **NSF for Sport**, **Alkemist Labs**, **Star-K (Kosher)**, and **IFANCA (Halal)** and every lot of Tru Niagen is tested for potency, safety, and purity. Certificates of analysis are readily available so each bottle can be traced directly to ChromaDex's **ISO/IEC 17025:2017 accredited** laboratory.

"As a clinician focused on the nexus of health and performance, I recognize the paramount importance of cellular health and mitochondrial optimization. This is particularly true in high-stress, physically demanding environments like those faced by military personnel. Tru Niagen stands out as the leading, gold-standard NAD+ supplement in this regard. Its ability to effectively boost NAD+ levels and support mitochondrial function is crucial for maintaining cellular resilience, energy metabolism, and overall cellular repair. Further, it features patented nicotinamide riboside (NR), which is the most efficient NAD+ precursor available. These benefits are essential for military members who regularly encounter extreme physical and psychological stress. Incorporating Tru Niagen into their regimen can be a game-changer in optimizing their performance and recovery, ensuring they are always mission-ready," remarked Dr. Jim Lavalle, Clinical Pharmacist, CEO of Metabolic Code Enterprises, and ChromaDex Consultant.

This initiative highlights ChromaDex's dedication to continuing to pioneer NAD+ research and its commitment to providing high-quality, science-backed products. As the leading NAD+ boosting supplement available, Tru Niagen has already made a significant impact on the health and wellness industry, and its adoption by the US Military is a testament to its effectiveness, quality, and reliability.

For more information about Tru Niagen's military discount program, please visit <https://discover.truniagen.com/military/>. If you are an active or veteran US Military Service Member interested in purchasing Tru Niagen, please email military@chromadex.com for more details.

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 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, including statements related to incorporating Tru Niagen into the regimen of the military personnel can be a game-changer in optimizing their performance and recovery. 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. Risks that contribute to the uncertain nature of these forward-looking statements include the impact of the COVID-19 pandemic on our business and the global economy; our history of operating losses and need to obtain additional financing; the growth and profitability of our product sales; our ability to maintain sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; and the risks and uncertainties associated with our business and financial condition. 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, 2022, 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.

ChromaDex Media Contact:

Kendall Knysch, Head of Media Relations & Partnerships

310-388-6706 ext. 689

kendall.knysch@chromadex.com

ChromaDex Investor Relations Contact:

+1 (949) 356-1620

InvestorRelations@ChromaDex.com

Source: ChromaDex Corporation