



NEWS RELEASE

# ChromaDex Announces Inaugural Major Grocery Debut of Tru Niagen ® at Sprouts Farmers Market

4/23/2024

Tru Niagen ® expands to health-conscious Sprouts consumers in more than 400 locations across 23 states

LOS ANGELES--(BUSINESS WIRE)-- **ChromaDex Corp.** (NASDAQ:CDXC), the global authority on nicotinamide adenine dinucleotide (NAD+) and healthy aging research, announces that its flagship product, Tru Niagen®, the number one healthy-aging NAD+ supplement in the United States†, is now available at Sprouts Farmers Market, marking its inaugural major grocery debut. As one of the fastest-growing retailers in the United States, Sprouts Farmers Market now offers Tru Niagen to its health-conscious consumers in more than 400 locations across 23 states.

“We are privileged to have Sprouts as the first major grocery chain to carry Tru Niagen,” said Rob Fried, CEO of ChromaDex and Founder of Tru Niagen. “This partnership advances our mission to broaden the access of Tru Niagen to a large, health-focused consumer base and aligns with our vision to help as many people as possible transform the way they age.”

The sole active ingredient in the clinically proven Tru Niagen supplement is NIAGEN®, ChromaDex’s patented nicotinamide riboside (NR) ingredient, the most efficient and superior NAD+ precursor available. NAD+ is an essential coenzyme that plays a vital role in cellular processes including mitochondrial function, cellular energy production, and DNA repair. Embodying the highest scientific and quality standards, Tru Niagen is backed by two Nobel Prize winners, 30+ human clinical studies, 300+ published scientific studies, and has been accepted by the world’s most rigorous regulatory bodies.

Sprouts Farmers Market is known for its curated selection of healthy groceries and is a go-to destination for wellness enthusiasts and those embarking on their health and wellness journeys. Tru Niagen 300mg 30-count and



Tru Niagen Immune bottles are now available in the women's section of the dietary supplements aisle, providing Sprouts customers with easy access to the number one healthy-aging NAD+ supplement in the United States†.

For more information about the science behind Tru Niagen, please visit [www.truniagen.com](http://www.truniagen.com). To find a Sprouts store near you, visit [sprouts.com](http://sprouts.com).

## About ChromaDex:

**ChromaDex Corp.** (NASDAQ:CDXC) is the global authority on nicotinamide adenine dinucleotide (NAD+), with a focus on the science of healthy aging. The ChromaDex team, comprised of world-renowned scientists, works with independent investigators from esteemed universities and research institutions around the globe to uncover the full potential of NAD+. A vital coenzyme found in every cell of the human body, NAD+ declines with age and exposure to other everyday stressors. NAD+ depletion is a contributor to age-related changes in health and vitality. Setting the benchmark as the gold standard in scientific rigor, safety, quality, and transparency, ChromaDex is the innovator behind its clinically proven flagship ingredient, NIAGEN® (patented nicotinamide riboside, or NR), the most efficient and superior-quality NAD+ booster available.

NIAGEN NR is the active ingredient in ChromaDex's consumer products, sold as the brand Tru Niagen®, the number one healthy-aging NAD+ supplement in the United States†. Clinically proven to increase NAD+ levels, Tru Niagen is helping people around the world transform the way they age (available at [www.truniagen.com](http://www.truniagen.com)). ChromaDex's robust patent portfolio protects NR and other NAD+ precursors. ChromaDex maintains a website at [www.chromadex.com](http://www.chromadex.com), to which ChromaDex regularly publishes copies of its press releases, news, and financial information.

† Based on the top-selling dietary supplement brands by revenue per the largest U.S. e-commerce marketplace (as of 3/1/2023-2/29/2024).

## About Sprouts Farmers Market, Inc.:

True to its farm-stand heritage, Sprouts offers a unique grocery experience featuring an open layout with fresh produce at the heart of the store. Sprouts inspires wellness naturally with a carefully curated assortment of better-for-you products paired with purpose-driven people. The healthy grocer continues to bring the latest in wholesome, innovative products made with lifestyle-friendly ingredients such as organic, plant-based and gluten-free. Headquartered in Phoenix, and one of the largest and fastest-growing specialty retailers of fresh, natural and organic food in the United States, Sprouts employs approximately 31,000 team members and operates more than 400 stores in 23 states nationwide. To learn more about Sprouts, and the good it brings communities, visit [about.sprouts.com](http://about.sprouts.com).

## 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 whether the partnership with Sprouts builds upon the Company's mission to broaden access of Tru Niagen to a large health-focused consumer base. 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, 2023, 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](http://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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