

ChromaDex Adds New AnthOrigin™ to Its Proprietary Ingredient Portfolio

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AnthOrigin™ naturally extracted anthocyanins are ideal for natural, clean label supplement innovation

IRVINE, Calif., Oct. 03, 2016 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), an innovator of proprietary health, wellness and nutritional ingredients that creates science-based solutions to dietary supplement, food and beverage, skin care, sports nutrition, and pharmaceutical products, announced today that it has added its new **AnthOrigin™** naturally extracted anthocyanins (≥15%) product to its portfolio of industry-leading health and wellness ingredients.

The Company entered into an exclusive worldwide license and supply agreement for patent-pending Suntava® Purple Corn back in **May, 2015**. The variety of Suntava® purple corn grown for AnthOrigin™ maintains more of its rich, purple anthocyanins in the husk versus in the kernel than traditional varieties.

Implied by its name, AnthOrigin™ delivers high-content anthocyanins and other healthy polyphenols, from US origin, non-gmo purple corn husk that has been extracted using a proprietary, solvent-free, water extraction technology. AnthOrigin™ will be a perfect choice for those looking for natural, clean label ways to innovate in the areas of weight management, support for healthy blood sugar levels already within the normal range, heart health, anti-aging and eye health. Over 50% of AnthOrigin™ anthocyanins are cyanidin 3-glucoside (C3G) – one of the most clinically studied of the anthocyanins.

Commenting on the launch, Frank Jaksch, CEO and co-founder of ChromaDex stated, "AnthOrigin™ is a game changer for anthocyanins. It comes from a unique antioxidant-rich source that is grown and processed in North America, so manufacturers and consumers can feel good about it. It also helps protect our customers from the

supply and price volatility frequently associated with other sources. It's a great addition to our growing portfolio of proprietary ingredients."

About ChromaDex:

ChromaDex leverages its complementary business units to discover, acquire, develop and commercialize patented and proprietary ingredient technologies that address the dietary supplement, food, beverage, skin care and pharmaceutical markets. In addition to our ingredient technologies unit, we also have business units focused on natural product fine chemicals (known as "phytochemicals"), chemistry and analytical testing services, and product regulatory and safety consulting (known as Spherix Consulting). As a result of our relationships with leading universities and research institutions, we are able to discover and license early stage, IP-backed ingredient technologies. We then utilize our in-house chemistry, regulatory and safety consulting business units to develop commercially viable ingredients. Our ingredient portfolio is backed with clinical and scientific research, as well as extensive IP protection. Our portfolio of patented ingredient technologies includes **NIAGEN**[®] nicotinamide riboside; **pTeroPure**[®] pterostilbene; **PUREENERGY**[®], a caffeine-pTeroPure[®] co-crystal; **IMMULINA**[™], a spirulina extract; and **AnthOrigin**[™], anthocyanins derived from a domestically-produced, water-extracted purple corn husk. To learn more about ChromaDex, please visit www.ChromaDex.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 potential for AnthOrigin[™] and related claims. 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 January 2, 2016, 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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