

ChromaDex Appoints Lisa Bratkovich as Chief Marketing Officer

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IRVINE, Calif., June 04, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), an integrated, science-based, nutraceutical company devoted to improving the way people age, announced today that it has appointed Lisa Bratkovich as Chief Marketing Officer, effective today.

Bratkovich is joining ChromaDex from Direct Upside Group, a direct-to-consumer marketing and customer experience transformation consulting firm, where she has served as CEO and Principal since 2016. Prior to starting her own firm, Bratkovich spent 13 years at Guthy|Renker, where she served as Senior Vice President of Marketing.

Bratkovich has spent her career growing and refining the branding, marketing and customer experience of numerous direct-to-consumer products, most notably helping catapult brands at Guthy|Renker, such as Proactiv® and Meaningful Beauty®, into renowned health and beauty brands, each with hundreds of millions of dollars in annual revenue.

"Lisa's expertise in direct response and brand marketing, particularly in the anti-aging space, is what ChromaDex needs to make TRU NIAGEN® a global brand," says President & Chief Operating Officer Rob Fried. "Her presence on the senior leadership team is welcomed, and we are thrilled to have her lead our marketing efforts."

"I have worked on many brands throughout my career, but I see an extraordinary opportunity to build TRU NIAGEN® into a household name across the globe," says Bratkovich. "We have unparalleled scientific research behind our product, and that will remain one of the most valuable marketing tools as we expand our robust direct-to-consumer marketing strategy."

Bratkovich is a graduate of the University of California - Los Angeles and is a board member of Girls in Tech, Los

Angeles, which empowers women with education, resources and tools to help advance their careers in technology. She is also a board member of Organization of Women Executives, a Southern California peer network of high-achieving, executive-level women.

About ChromaDex:

ChromaDex Corp. is an integrated, global nutraceutical company devoted to improving the way people age. **ChromaDex** scientists partner with leading universities and research institutions worldwide to uncover the full potential of NAD and identify and develop novel, science-based ingredients. Its flagship ingredient, **NIAGEN**[®] nicotinamide riboside, sold directly to consumers as **TRU NIAGEN**[®], is backed with clinical and scientific research, as well as extensive IP protection. **TRU NIAGEN**[®] is helping the world AGE BETTER[®]. 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 Bratkovich's ability to make TRU NIAGEN[®] a global brand and to build TRU NIAGEN[®] into a household name across the globe and the unparalleled scientific research behind TRU NIAGEN[®]. 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 30, 2017, 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 provided research materials and a portion of the grant funding as a collaborator for the study.

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