

ChromaDex Appoints Yan Chu as Managing Director, Asia Pacific

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LOS ANGELES, Oct. 02, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today that it has appointed Yan Chu as Managing Director, Asia Pacific, effective today. Based in Singapore, Chu will lead the TRU NIAGEN® business for the region.

Chu is joining ChromaDex from Comvita, an international health products company, where she served as Regional General Manager overseeing the Hong Kong, Japan, and Korea markets. Previously, Chu led sales and marketing functions in the Asia Pacific region at Crocs, Adidas, and The Body Shop.

With a career in growing retail brands throughout Asia Pacific markets, Yan has extensive experience in brand marketing, channel development, and product development.

“We are thrilled to welcome Yan to the company,” says ChromaDex CEO Rob Fried. “Her impressive experience and strong business judgment will be important to the expansion of TRU NIAGEN® in the Asia Pacific region.”

“I am very excited to be a part of the ChromaDex team,” says Chu. “Asia Pacific is a region with immense opportunity, and I look forward to contributing to the presence and growth of TRU NIAGEN® in all strategic markets.”

Chu holds a Bachelor of Commerce and a Bachelor of Science degree from Deakin University in Australia.

For additional information on the science supporting TRU NIAGEN visit www.truniagen.com.

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.

About TRU NIAGEN®:

TRU NIAGEN® is a branded dietary supplement brought to market by key nicotinamide riboside innovator and patent holder, ChromaDex. NIAGEN® nicotinamide riboside (NR), also supplied by ChromaDex, is the sole active ingredient in TRU NIAGEN®. Multiple clinical trials demonstrate NIAGEN® is proven to boost NAD (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN® has twice been successfully reviewed under FDA's new dietary ingredient ("NDI") notification program, and has also been successfully notified to the FDA as generally recognized as safe ("GRAS").

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 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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