

NEWS RELEASE

## ChromaDex Names Will T. Black to its Executive Team as Vice President, Sales and Marketing

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IRVINE, Calif., May 16, 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 Will Black has joined the company as Vice President of Sales and Marketing.

Black has held multiple leadership positions in the nutrition and health industry over the last 25 years. Most recently, Black was COO of Natreon, Inc., a New Jersey-based botanical ingredient company. Prior to Natreon, he held executive positions as global head of marketing and VP of marketing and communications at DSM Nutritional Products, in Basel, Switzerland and Parsippany, NJ respectively. Before DSM, Black held senior sales, marketing, business development and strategy development positions at The Solae Company, the initial nutritional ingredient business group of the DuPont Company.

Commenting about the appointment, Black said, "I have known ChromaDex and have followed their impressive growth and success for a number of years. I am very excited and proud to join their leadership team and look forward to working with the rest of the dedicated management team at ChromaDex and their Board."

Frank Jaksch, Co-Founder and CEO commented, "We are delighted to have Will as part of the ChromaDex team to help lead our future growth initiatives. His business experience and background are a great fit with our science and evidence-based culture and professional approach to the nutrition and health industry."

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**<sup>®</sup> nicotinamide riboside; **pTeroPure**<sup>®</sup> pterostilbene; **PUREENERGY**<sup>®</sup>, a caffeine-pTeroPure<sup>®</sup> co-crystal; **ProC3G**<sup>®</sup>, a natural black rice containing cyanidin-3-glucoside; **IMMULINA**<sup>™</sup>, a spirulina extract; and Purple Corn derived from a proprietary non-GMO purple corn hybrid which contains an extraordinarily high level of anthocyanins. To learn more about ChromaDex, please visit [www.ChromaDex.com](http://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. 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. Actual results may differ materially from those set forth in this release due to the risks and uncertainties inherent in ChromaDex's business. 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 3, 2016, ChromaDex's Quarter 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. 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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