

## NEWS RELEASE

## ChromaDex® Reports 2012 Full-Year Results and Closes Strategic Sale of Its BluScience™ Consumer Product Line

2013-03-29

IRVINE, Calif. , March 29, 2013 /PRNewswire/ -- ChromaDex® Corporation (OTCQB: CDXC) ("ChromaDex" or the "Company"), an innovative natural products company that provides proprietary, science-based solutions and ingredients to the dietary supplement, food & beverage, animal health, cosmetic and pharmaceutical industries, announced today both the financial results for the year ended December 29, 2012 as well as the closing of the sale of its **BluScience™** consumer product line to NeutriSci International Inc. ("NeutriSci"). The sale of the BluScience line will allow ChromaDex to focus on growing sales in its ingredient business, as well as accelerate the development of its novel ingredients pipeline.

(Logo: <http://photos.prnewswire.com/prnh/20110830/LA59283LOGO>)

On March 28, 2013, ChromaDex closed on the previously announced planned strategic sale of the ongoing business and assets of its BluScience consumer product line of dietary supplements to NeutriSci. The total sale transaction value was approximately \$6.2 million, which consisted of \$250,000 cash upon execution of the LOI; \$250,000 cash paid at closing; a \$500,000 cash payment due on or before 60 days after closing; a \$2.5 million senior secured note payable in six equal quarterly cash payments of \$416,667 each, commencing on August 15, 2013; and 669,708 shares of Series I Preferred Shares that are convertible into 2,678,832 Class "A" Common Shares in the capital of NeutriSci (the "NSI Shares"), representing an aggregate of 19 percent of the NSI Shares. The transaction documents contain certain equity blockers which preclude ChromaDex from exceeding 9.99 percent and 19 percent ownership levels without obtaining certain waivers from NeutriSci. ChromaDex will continue to generate revenue related to BluScience through both a 6 percent royalty on future net sales of BluScience products as well as a supply agreement with NeutriSci for its patented **pTeroPure®** pterostilbene, which will continue to be the key active ingredient in the BluScience product line. ChromaDex retained all rights and ownership to its pTeroPure pterostilbene.

2012 Company highlights include:

- In February, the Company **closed an offering of common shares at a price per share of \$0.75**, resulting in gross proceeds of \$11.75 million to the Company.
- In February, the Company entered into **a strategic alliance pursuant to which ChromaDex licensed to OPKO Health, Inc.** all of its new product offerings and health care technologies for distribution and business development throughout all of Latin America. OPKO also made a \$1,000,000 investment in ChromaDex as a participant in the February offering.
- In April, the Company announced **the first patent issued for pterostilbene** which is licensed exclusively to ChromaDex and includes three key claims which encompass both the nutraceutical market and the pharmaceuticals market.
- In July, the Company announced **a distribution agreement for pTeroPure with Glanbia Nutritionals (NA), Inc.**, a global ingredient and micronutrient premix company, whereby Glanbia will serve as the exclusive distributor of pTeroPure in North America to the food, beverage and dietary supplement industries.
- In July, the Company **licensed from Dartmouth College exclusive rights to several patents** related to the recently discovered vitamin found in milk, **nicotinamide riboside ("NR")**. The licensed intellectual property ("IP") includes protection for human uses of NR as well as methods to produce NR. This license, coupled with IP rights for NR acquired from Cornell University and Washington University, helps position ChromaDex as a leader in the commercialization of this novel "no flush" version of niacin.
- In September, the Company's first human clinical study of **pTeroPure** pterostilbene was **highlighted at the American Heart Association's High Blood Pressure Research 2012 Scientific Sessions** by investigators from the University of Mississippi Medical Center. The Phase 2/3 clinical trial of pTeroPure showed statistically significant results for lowering blood pressure in adults.
- In December, **the Company acquired Spherix Consulting, Inc.**, a leader in scientific and regulatory consulting services which has a well-established list of Fortune 1000 customers.

For the year ended December 29, 2012 ("FY 2012"), ChromaDex reported revenue of \$11,610,494 , an increase of 43 percent as compared to \$8,112,610 for the year ended December 31, 2011 ("FY 2011"). The increase in revenue was largely due to an increase in sales of the Company's BluScience line of dietary supplements. The net loss attributable to common stock holders for FY 2012, which included an operating loss of \$3,443,791 in the BluScience business segment, was \$11,662,426 or (\$0.13) per share as compared to a net loss of \$7,894,984 or (\$0.12) per share for FY 2011. The non-cash, stock-based compensation expense related to stock options and other stock-based compensation in FY 2012 was \$2,703,253 . Excluding non-cash, share-based compensation expense, which is a "non-GAAP measure," would have the effect of decreasing the Company's net loss for the year ended December 29, 2012 to \$8,959,173 . As of December 29, 2012 , cash, cash equivalents and marketable securities totaled approximately \$520,000 .

Frank Jaksch, Jr. , CEO and co-founder of ChromaDex, commented, "The sale of our BluScience line will allow us to focus our management and capital resources on our ingredient business as well as eliminate expenses associated with managing BluScience. NeutriSci has strong consumer product marketing expertise and the ability to take the BluScience brand to the next level. The structure of the BluScience sale provides ChromaDex with additional cash as well as meaningful participation in the future of BluScience."

Mr. Jaksch continued, "Throughout 2012, we continued to execute on our business strategy of identifying novel ingredient technologies, securing intellectual property rights, developing commercially viable production processes, validating with clinical proof and most importantly, executing on a commercialization and licensing strategy. Our first human clinical study for pTeroPure pterostilbene showed statistically significant results for lowering blood pressure. Moreover, we were able to acquire what we believe is the most relevant and valuable IP pertaining to the commercialization of nicotinamide riboside, an ingredient that may prove to be one of the best opportunities yet for ChromaDex to create shareholder value."

#### About ChromaDex®:

ChromaDex® is an innovative natural products company that discovers, acquires, develops and commercializes proprietary-based ingredient technologies through its unique business model which utilizes its wholly-owned synergistic business units, including ingredient technologies, natural product fine chemicals (known as "phytochemicals"), chemistry and analytical testing services, and product regulatory and safety consulting (as **Spherix Consulting** ). The Company provides seamless science-based solutions to the dietary supplement, food & beverage, animal health, cosmetic and pharmaceutical industries. Our ingredient technologies unit includes products backed with extensive scientific research and intellectual property. The **ingredient portfolio** includes pTeroPure® pterostilbene; ProC3G™, a natural black rice containing cyanidine-3-glucoside; PUREENERGY™, a caffeine-pTeroPure co-crystal; nutraGac™, a gac fruit powder; curcumin, and **nicotinamide riboside**, a novel next-generation B-vitamin currently under development. To learn more about ChromaDex please visit [www.chromadex.com](http://www.chromadex.com).

#### Forward-Looking Statements:

Any statements that are not historical facts contained in this release are "forward-looking statements" as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipates," "believes," "should," "intends," "estimates," and other words of similar meaning. Many factors could cause our actual activities or results to differ materially from the activities and results anticipated in forward-looking statements. These factors include those described in the companies' filings with the Securities and Exchange Commission, and risks inherent in funding, developing and obtaining regulatory approvals of new, commercially-viable and competitive products and treatments. In addition, forward-looking statements may also be adversely affected by general market factors, competitive product development, product availability, federal and state regulations and legislation, the regulatory process for new products and indications, manufacturing issues that may arise, patent positions and litigation, among other factors. The forward-looking statements contained in this press release speak only as of the date the statements were made, and the companies do not undertake any obligation to update forward-looking statements. We intend that all forward-looking statements be subject to the safe-harbor provisions of the PSLRA.

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ChromaDex Corporation and Subsidiaries  
 Consolidated Statements of Operations  
 Years Ended December 29, 2012 and December 31, 2011

	2012	2011
Sales	\$ 11,610,494	\$ 8,112,610
Cost of sales	9,335,057	5,640,791
Gross profit	2,275,437	2,471,819
Operating expenses:		
Sales and marketing	5,520,141	2,539,252
General and administrative	8,391,730	7,796,806
Operating expenses	13,911,871	10,336,058
Operating loss	(11,636,434)	(7,864,239)
Nonoperating income (expense):		
Interest income	3,014	1,397
Interest expense	(29,006)	(32,142)
Nonoperating expenses	(25,992)	(30,745)
Net loss	\$ (11,662,426)	\$ (7,894,984)
Basic and Diluted loss per common share	\$ (0.13)	\$ (0.12)
Basic and Diluted weighted average common shares outstanding	90,268,802	68,306,812

See Notes to Consolidated Financial Statements.

Quantitative Reconciliation of the differences between the non-GAAP measure and the associated comparable GAAP measure  
 Consolidated Statements of Operations  
 (US GAAP)  
 For the Year Ended December 29, 2012 and December 31, 2011

	2012	2011
Sales	\$ 11,610,494	\$ 8,112,610
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Effects of Non-cash Charges associated with  
 Share-based Compensation Expense  
 For the Year Ended December 29, 2012 and December 31, 2011

	2012	2011
Sales	\$ -	\$ -
Cost of sales	-	-
Gross profit	-	-
Operating expenses:		
Sales and marketing	-	-
General and administrative	(2,703,253)	(2,969,150)
Operating expenses	(2,703,253)	(2,969,150)
Operating loss	2,703,253	2,969,150
Nonoperating income (expense):		
Interest income	-	-
Interest expense	-	-
Nonoperating expense	-	-
Net loss	\$ 2,703,253	\$ 2,969,150
Basic and Diluted loss per common share	\$ 0.03	\$ 0.04
Basic and Diluted weighted average common shares outstanding	90,268,802	68,306,812

Consolidated Statements of Operations  
 Excluding Share-based Compensation (Non-GAAP Presentation)  
 For the Year Ended December 29, 2012 and December 31, 2011

	2012	2011
Sales	\$ 11,610,494	\$ 8,112,610
Cost of sales	9,335,057	5,640,791
Gross profit	2,275,437	2,471,819
Operating expenses:		
Sales and marketing	5,520,141	2,539,252
General and administrative	5,688,477	4,827,656
Operating expenses	11,208,618	7,366,908
Operating loss	(8,933,181)	(4,895,089)
Nonoperating income (expense):		
Interest income	3,014	1,397
Interest expense	(29,006)	(32,142)
Nonoperating expense	(25,992)	(30,745)
Net loss	\$ (8,959,173)	\$ (4,925,834)
Basic and Diluted loss per common share	\$ (0.10)	\$ (0.07)
Basic and Diluted weighted average common shares outstanding	90,268,802	68,306,812

SOURCE ChromaDex Corporation