

ChromaDex and Watsons Expand Partnership with TRU NIAGEN™ Retail Launch in Singapore

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After launching in Hong Kong in September, Watsons expands TRU NIAGEN™ retail distribution to Singapore

IRVINE, Calif., Jan. 08, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), a fully integrated, science-based, nutraceutical company devoted to improving the way people age, announced the launch of **TRU NIAGEN™** in Singapore with its retail partner, Watsons. Singapore is the second Asian market for the U.S. made dietary supplement, after Hong Kong.

With over 6,000 stores in 11 Asian and European markets, Watsons is the leading health and beauty retailer in Asia and Europe. On Jan. 4, Watsons introduced TRU NIAGEN™ in stores in Singapore and online at www.watsons.com.sg. A launch event is scheduled for Jan. 10.

Robert Fried, President and Chief Strategy Officer of ChromaDex, remarks, "We are grateful to be working with Watsons to make TRU NIAGEN™ available in Singapore. Our successful experience in Hong Kong has made quite clear to us why the Watsons organization is so well respected."

The key ingredient in TRU NIAGEN™ is NIAGEN® nicotinamide riboside, a cutting-edge form of vitamin B3 proven to significantly increase NAD⁺ levels. Maintenance of sufficient levels of NAD⁺ is key to cellular energy metabolism and mitochondrial function.

Ms. Irene Lau, Chief Operating Officer of Watsons Singapore, shared: "Singapore is feeling the impact of a rapidly aging population and that comes with a set of needs to lead healthier lives. At Watsons, we want to be able to meet that need and bring market-leading health products that can better the lives of Singaporeans. TRU NIAGEN™ provides nutritional support and has proven effectiveness in raising levels of NAD⁺ which may slow cell dysfunction

and help us achieve optimal health.”

Frank Jaksch, Jr., CEO and Co-founder of ChromaDex added, “We are excited to bring this healthy aging technology to the people of Singapore—this is an important milestone in our global expansion.”

TRU NIAGEN™ will be available at a single bottle price of S\$69.90 and a three bottle price of S\$178.25.

To date, ChromaDex has invested millions in analytical research, toxicology studies and human clinical trials supporting the safety and efficacy of TRU NIAGEN™. It has initiated over 130 collaborative studies with leading universities and research institutions, representing an estimated \$50+ million in additional nicotinamide riboside research.

For more information on ChromaDex, visit: <https://www.chromadex.com/>.

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 feature ingredient in TRU NIAGEN™. Research published in Nature Communications demonstrates it is clinically proven to boost NAD⁺ (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN® nicotinamide riboside has Generally Recognized as Safe (GRAS) status and a New Dietary Ingredient Notification (NDIN), both reviewed by FDA.

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®. To learn more about ChromaDex, please visit www.chromadex.com.

About Watsons Singapore

Watsons is Singapore’s leading beauty and health retailer with more than 100 stores located islandwide. Aligned with its philosophy of bringing ‘more’ to customers’ lives, Watsons inspires and enables every one of our customers to look good and feel great so they can enjoy life to the fullest. A strong advocate of preventive care, Watsons has also enhanced its health platform with 38 pharmacies located within its key stores, offering services such as medication dispensing and review, health screening packages and counselling on smoking cessation and minor

ailments. Watsons clinched the top spot for 'Personal Care Store', 'Best Retail Loyalty Card' and 'No. 1 Multi-Brand Beauty Store' for Asia's Top Influential Brands 2016 by Brand Alliance, based on Singapore consumers' choices.

About NAD⁺

NAD⁺ activates cellular metabolism and energy production within the cell's "power stations," the mitochondria. Our mitochondria are constantly working to convert the food we eat into the energy necessary to power all bodily systems as well as help us stay healthy. The challenge is that both NAD⁺ levels and mitochondrial functions decline as we age. This reduction in NAD⁺ is believed by scientists to be linked to a wide variety of age-related challenges.

Forward-Looking Statements:

This release contains forward-looking statements relating to ChromaDex and ChromaDex's business 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 the timing and expansion plans of launching TRU NIAGEN™ in Asia, the ability of ChromaDex to execute on expanding TRU NIAGEN™ sales, whether science will reinforce how important NAD⁺ and TRU NIAGEN™ are to health, the health benefits of TRU NIAGEN™, including whether TRU NIAGEN™ can help consumers achieve health longevity, the amount ChromaDex will invest in trials supporting the safety and efficacy of TRU NIAGEN™, the price of TRU NIAGEN™ to consumers in Asia and whether a reduction in NAD⁺ is linked to age-related challenges. 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 31, 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.

ChromaDex Media Contact:

Alex Worsham, Director of Strategic Partnerships

949-648-3775

alexw@chromadex.com

ChromaDex Investor Relations Contact:

Andrew Johnson, Director of Investor Relations

949-419-0288

andrewj@chromadex.com

ChromaDex Corporation