

ChromaDex to Launch TRU NIAGEN® in New Zealand with Retail Partner Matakana SuperFoods

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TRU NIAGEN® expands presence in Asia-Pacific region with entry into New Zealand
IRVINE, Calif., Aug. 08, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), an integrated, science-based, nutraceutical company devoted to improving the way people age with its flagship ingredient NIAGEN® and consumer product TRU NIAGEN®, announced today the appointment of Matakana Superfoods (MSF) as the exclusive distributor of TRU NIAGEN in New Zealand.

The sole active ingredient in TRU NIAGEN is nicotinamide riboside, a unique form of vitamin B3 clinically proven to safely increase one's levels of NAD (nicotinamide adenine dinucleotide). Decreased NAD levels have been associated with many age-related changes in overall health.

"We will continue the worldwide expansion of TRU NIAGEN and are selecting territories based on economics as well as strategic learnings," says Robert Fried, CEO of ChromaDex.

MSF is an established dietary supplement manufacturer and distributor in New Zealand with national distribution in both online and offline channels. The company has more than 70 lines of superfood products.

Kevin Glucina, founder and CEO of MSF remarked, "We are very excited to be appointed exclusive distributors of this world-first, science backed, healthy aging breakthrough. As one of the first countries in the world to receive TRU NIAGEN, we feel privileged to be able to offer this revolutionary supplement to the people of New Zealand. Fundamental breakthroughs in cellular health don't come along every day and we are sure TRU NIAGEN will benefit our aging population."

"We are delighted to have MSF as our distribution partner in NZ and look forward to introducing TRU NIAGEN to the

consumers in Oceania very soon," added Will Black, VP Sales and Marketing at ChromaDex.

The launch of **TRU NIAGEN** in New Zealand is expected in mid-September 2018.

For more information on Matakana SuperFoods and its products, visit <http://www.matakanasuperfoods.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 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").

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. 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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