

ChromaDex® to Present at the 27th Annual ROTH Conference on March 10, 2015

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- CEO's presentation will be webcast live at 8:00 PDT / 11:00 am EDT -

IRVINE, Calif., Feb. 18, 2015 /PRNewswire/ -- ChromaDex® Corp. (OTCQX: CDXC), an innovative natural products company that provides proprietary ingredients and science-based solutions to the dietary supplement, food and beverage, cosmetic and pharmaceutical industries, announced today that its CEO, Frank Jaksch, will present at the 27th Annual ROTH Conference. The conference is being held on March 8-11, 2015 at The Ritz-Carlton, Laguna Niguel in Dana Point, California.

Mr. Jaksch is scheduled to present on Tuesday, March 10 at 8:00 a.m. Pacific Time (11:00 a.m. Eastern Time). ChromaDex® management will also be attending one-on-one meetings with institutional investors throughout the day.

The presentation will be webcast live and available for replay at: <http://wsw.com/webcast/roth29/cdxc>.

For more information about the conference or to request a one-on-one meeting, please contact your ROTH Capital representative at 1-800-678-9147 or via email at conference@roth.com.

About ChromaDex®:

ChromaDex® is an innovative natural products company that discovers, acquires, develops and commercializes proprietary-based ingredient technologies through its unique business model that 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 nutritional supplement, food

and beverage, animal health, cosmetic and pharmaceutical industries. The ChromaDex ingredient technologies unit includes products backed with extensive scientific research and intellectual property. Its ingredient portfolio includes pTeroPure® pterostilbene; ProC3G™, a natural black rice containing cyanidin-3-glucoside; PUREENERGY™, a caffeine-pTeroPure co-crystal; and NIAGEN™, its recently launched branded nicotinamide riboside, a novel next-generation B vitamin. To learn more about ChromaDex, visit 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 the Company's business. More detailed information about the Company and the risk factors that may affect the realization of forward-looking statements is set forth in the Company's Annual Report on Form 10-K for the fiscal year ended December 28, 2013, the Company's Quarter Reports on Form 10-Q and other filings submitted by the Company 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. All forward-looking statements are qualified in their entirety by this cautionary statement and the Company undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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To view the original version on PR Newswire, visit: **<http://www.prnewswire.com/news-releases/chromadex-to-present-at-the-27th-annual-roth-conference-on-march-10-2015-300037448.html>**

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