

ChromaDex to Showcase Novel Ingredient Science and Brand-Elevating Services at Ingredient Marketplace 2017

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IRVINE, Calif., April 11, 2017 (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 it is bringing some of its top industry-advancing health and wellness ingredients and services to booth #H23 at Ingredient Marketplace 2017, taking place April 19-20 in Orlando, FL.

Ingredient Marketplace attendees will learn about the latest advances in science at booth #H23. In addition to showcasing their scientifically-backed ingredient portfolio, a ChromaDex standards and services expert will be available to discuss how ChromaDex is employing next-generation technology to deliver scientifically valid, computer generated raw material identity test results at the speed of business, while potentially saving you money and enhancing transparency!

Game-changing reasons to stop by booth #H23

- Discover why pTeroPure[®] is better than the new resveratrol. It's a 99% pure, nature identical trans-pterostilbene with antioxidant properties delivering benefits in the areas of heart health, and support of healthy cellular function products as a stand-alone ingredient or as an add on to an existing formula. Frank Jaksch, Jr., CEO and co-founder of ChromaDex explains, "pTeroPure[®] molecules have a higher affinity for fats than resveratrol's, so it has an improved ability to get absorbed into cells. In fact, pTeroPure[®] has been shown to have 80% bioavailability compared with 20% for resveratrol. Studies are also showing that pTeroPure[®] may be superior to resveratrol in supporting healthy aging. pTeroPure[®], but not resveratrol, showed lower

markers of cellular stress and inflammation.”

- Beyond HP-TLC Those currently using 3rd party HP-TLC testing may be paying a considerable premium per sample for basic results. A ChromaDex analytical expert will be on hand to talk with attendees about how ComplyID™ employs heritage HP-TLC along with new, innovative, cGMP compliant FT-NIR technology to deliver you scientifically valid results that redefine what it means to be confident in your testing program. “ChromaDex has always been a leader in identity testing, which is why we are utilizing the best technology identity testing has to offer today as part of our ComplyID™ program. This technology removes the subjectivity of human interpretation from your results, which gives our customers that next degree of certainty in and exceptional documentation for their testing program,” comments Jaksch.

What’s in your product and how can you be sure it is delivering on promise? With today’s stringent focus on ingredient quality and efficacy, let ChromaDex recommend a cost-effective testing regimen that meet all your testing requirements. In addition to the ComplyID™ identity testing program, ChromaDex offers a comprehensive suite of analytical services such as pesticide, heavy metal and other contaminant testing as well as finished product testing. With one of the largest libraries in the industry, ChromaDex likely has the phytochemical reference standards, botanical reference materials, and research grade materials you are searching for. To learn more about working with ChromaDex, stop at booth #H23 or send an e-mail to sales@chromadex.com.

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. 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®** nicotinamide riboside; **pTeroPure®** pterostilbene; **PUREENERGY®**, a caffeine-pTeroPure® co-crystal; **IMMULINA™** a spirulina extract; and **AnthOrigin™**, anthocyanins derived from a domestically-produced, water-extracted purple corn. To learn more about ChromaDex, please 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, including statements related ingredient and services claims. 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.

Statements in this press release have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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