

ChromaDex to Showcase Premier Innovation and Brand-Elevating Science at Engredea 2017

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IRVINE, Calif., Feb. 21, 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 products and services to booth #868 at Engredea 2017, taking place March 9-12 in Anaheim, CA.

ChromaDex is confident that this year's Engredea attendees will like what they see and hear at booth #868. In addition to showcasing exciting ingredient demonstrations, ChromaDex standards and services experts will be available to discuss how they can help assure your products are delivering on their brand promise.

Game-changing reasons to stop by booth #868

- The expanding interest in NIAGEN[®] (NR). "There is growing mainstream media interest in NR (nicotinamide riboside), especially in its ability to support cellular energy production and activate longevity promoting proteins," comments Will Black, vice president of sales and marketing, ChromaDex. "On the heels of **the publication of our first human clinical trial in Nature Communications**, we're full-scale into human clinical studies and anticipate additional outcomes this year. Given that NIAGEN[®] has both NDI and GRAS status, we are excited to showcase how effectively it can be formulated into delivery systems and applications other than capsules, giving consumers great-tasting, new ways to give their body a boost of NAD+." See a live demonstration of NIAGEN[®] power caps into water. "Our powdered delivery system tastes great, and is an ideal alternative for people who can't take capsules."
- Discover why pTeroPure[®] is 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.”

- Delivering on promise ChromaDex’s analytical experts will be on hand to talk with attendees about how to ensure they are in compliance with FDA requirements, verifying that their brands are delivering on promise. “ChromaDex has a long history of partnering with customers to confirm identity which protects their business and their product quality,” comments Jaksch. “Building trust with consumers is critical. Our customers have high standards in all areas, including sourcing and testing.”

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, ChromaDex provides a comprehensive suite of analytical services such as contaminant testing, the ComplyID™ raw material testing program, and finished product testing. It is an industry-leading provider of phytochemical reference standards, botanical reference materials, and research grade materials for the natural products industry. To learn more about working with ChromaDex, visit

www.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 (known as Spherix 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 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 January 2, 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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