

## ChromaDex will demonstrate how it's raising the bar on ingredient technology, applications innovation and raw materials testing at SupplySide West 2016

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Booth to feature, a new ingredient introduction, information on the latest published clinical trials, and a new time-saving solution to ensure your products deliver on their promise

IRVINE, Calif., Sept. 15, 2016 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC), an innovator of proprietary health, wellness and nutritional ingredients that creates science-based solutions for dietary supplement, food and beverage, skin care, sports nutrition, and pharmaceutical products, announced today that it will showcase a number of industry-advancing health and wellness products and services during this year's SupplySide West, October 4 through 8 in Las Vegas. Attendees stopping by booth #1420 will see live demonstrations and explore exciting new ingredients, including the new AnthOrigin™, naturally-extracted anthocyanins.

Three reasons to spend time at the ChromaDex booth:

- See a live demonstration of NEW AnthOrigin™ power caps into water. This powerful antioxidant from domestically grown, water-extracted, non-GMO purple corn husk extract contains a minimum of 15 percent anthocyanins.
- Newly published NIAGEN® research and power cap demonstration. University of Pennsylvania researchers have uncovered an important clue as to why our muscles weaken as we age, and how NR (nicotinamide riboside)- when combined with exercise and a healthy diet – might help us to maintain or even regain some of that muscle strength.
- Special pricing on phytochemical reference standards orders. ChromaDex experts will be on hand to discuss the company's industry-leading reference standards library and their new online ordering capabilities. Be sure to ask for your 15% off coupon, valid for all online phytochemical reference standards orders placed October

6 through October 14, for shipment in October. Try out this time saver **today**.

#### 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**<sup>®</sup> nicotinamide riboside; **pTeroPure**<sup>®</sup> pterostilbene; **PUREENERGY**<sup>®</sup>, a caffeine-pTeroPure<sup>®</sup> co-crystal; **IMMULINA**<sup>™</sup>, a spirulina extract; and **AnthOrigin**<sup>™</sup>, anthocyanins derived from a domestically-produced, water-extracted purple corn. To learn more about ChromaDex, please visit [www.ChromaDex.com](http://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 to results of the **NIAGEN**<sup>®</sup> studies and their significance. 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](http://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.

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