

Jarrow Formulas Plans US Retail Launch of a Nicotinamide Riboside Product Featuring ChromaDex's NIAGEN®

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ChromaDex's Patented Ingredient NIAGEN® is the World's First and Only Commercially Available Form of Nicotinamide Riboside (NR)

IRVINE, Calif., Nov. 23, 2015 (GLOBE NEWSWIRE) -- ChromaDex Corp. (OTCQX: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 **Jarrow Formulas**, a formulator and supplier of superior nutritional supplements, plans a national retail launch of a Nicotinamide Riboside dietary supplement product. The product features ChromaDex's patented ingredient **NIAGEN®**, the first and only commercially available form of nicotinamide riboside (NR), a naturally occurring vitamin B3 metabolite found in milk. Jarrow Formulas products can be found in fine health shops and vitamin stores nationwide, including Whole Foods, Vitamin Shoppe, Sprouts, Mother's Market, and Vitamin Cottage, as well as in many other countries.

Rory Lipsky, Senior Director, Business Strategy for Jarrow Formulas, stated, "We are thrilled to add Nicotinamide Riboside to our nutritional supplement offerings. With the promising health benefits associated with NR, as a highly effective NAD+ precursor, and the growing body of scientific evidence highlighting the importance of NAD to human health, we believe this innovative product will become extremely popular."

Frank Jaksch Jr., founder and CEO of ChromaDex, commented, "We are proud to add Jarrow Formulas to the growing list of customers for NIAGEN®, our branded nicotinamide riboside. This relationship will result in the first branded NIAGEN® dietary supplement available in multiple retail locations across the United States."

Published research has shown that NR is perhaps the most effective precursor to boost the co-enzyme NAD+ in the

cell. NAD⁺ is arguably the most important cellular co-factor for improvement of mitochondrial performance and energy. In recent years, NAD⁺ has been shown to be essential in supporting healthy cellular metabolism including the efficient conversion of blood glucose into energy.

In August 2015, **ChromaDex announced the results from the first human clinical study for NIAGEN[®] nicotinamide riboside (NR)**. The data indicated that single doses of NIAGEN[®] nicotinamide riboside (NR) can elevate the co-enzyme NAD⁺ in the blood as much as 2.7 fold.

With age, NAD⁺ levels drop, which leads to a decrease in mitochondrial health; this in turn leads to age-related health issues. Low NAD⁺ levels limit activity of a group of enzymes called sirtuins, which are believed to play a key role in longevity. NAD⁺ levels also can be depleted by lifestyle choices such as overeating and lack of exercise. By boosting NAD⁺, NR may help to increase mitochondrial health and induce creation of new mitochondria.

About Mitochondria and Nicotinamide Riboside (NR):

While scientists have known for decades that mitochondria produce energy for cells, it is only recently that mitochondrial function has been linked to general health, aging and numerous disease conditions. Key to mitochondrial function is maintenance of sufficient levels of NAD⁺ that can be used to generate energy efficiently and that allows overall mitochondria function, such as signaling, immune regulation, and cell death, to proceed properly. If levels go down or are redirected (as in cancer cells), mitochondrial function erodes creating numerous adverse effects. Scientists have begun to show, in animal models, that the stimulation of mitochondrial function with NR may result in increased longevity as well as other health improvements. Researchers worldwide are continuing to make seminal discoveries characterizing the unique properties of NR in a wide range of health benefits. These include increased mitochondrial health, increased muscle endurance, neuroprotection, sirtuin activation (which has been linked to slowing the aging process), protection against weight gain on high-fat diet, protection against oxidative stress, inhibition of tumor formation and improvement of blood glucose levels and insulin sensitivity. ChromaDex, through more than 40 collaborations with researchers around the world, is in the forefront of research showing that the use of NR helps preserve or restore mitochondrial function and may be beneficial in treating and/or preventing disease.

About Jarrow Formulas.

Jarrow Formulas is based in Los Angeles, California, and is a formulator and supplier of superior nutritional supplements. The company was founded in 1977 and today it markets its products in the United States and throughout the world. Jarrow Formulas' goal is to promote optimal health based on sound scientific research data. The company's complete line of nutritional products includes vitamins, minerals, probiotics, standardized herbal concentrates, amino acids, enzymes and enteral nutrition products. www.jarrow.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; ProC3G[®], a natural black rice containing cyanidin-3-glucoside; IMMULINA[™], a spirulina extract; and Suntava[®] Purple Corn derived from a proprietary non-GMO purple corn hybrid which contains an extraordinarily high level of anthocyanins. 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. 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 ChromaDex's business. 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 3, 2015, ChromaDex's Quarter 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. 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. Products or ingredients are not intended to diagnose, treat, cure or prevent any disease.

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