

NIAGEN® Launches at GNC Stores Nationwide

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LIGHTHOUSE POINT, Fla., Jan. 21, 2016 /PRNewswire/ -- Specialty Nutrition Group, Inc. has announced the release of NIAGEN® in GNC stores nationwide, as part of its innovation partnership with the world's largest retailer of nutrition products. NIAGEN® will be marketed under the F1RST® brand of patented and research-backed single-ingredient products in GNC stores.

ChromaDex Corp. (OTCQX: CDXC), is the innovator of NIAGEN®, its patented and clinically studied form of nicotinamide riboside (NR), a vitamin B-3 metabolite that occurs naturally in foods such as milk. NR is a metabolic precursor of NAD+ (nicotinamide adenine dinucleotide), required by the mitochondria – the energy factory in each human cell – for energy production. As we age, NAD+ levels drop, which leads to a decrease in mitochondrial health and energy; 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.

"Feeling energetic at every stage of life is an important part of living well, and it starts at the cellular level," said Greg Horn, CEO of Specialty Nutrition Group, "With several clinical trials underway and many more planned, NIAGEN® is poised to revolutionize the way we address nutrition for aging, energy metabolism, and mitochondrial health."

"This product launch brings NIAGEN® to GNC's proactive consumer base. NIAGEN® is a highly effective NAD+ precursor that offers significant potential for improving cellular energy metabolism, as is the subject of several human trials for benefits ranging from healthy aging to obesity," said Frank Jaksch Jr., founder and CEO of ChromaDex.

Published research has shown that NIAGEN®, which is not a stimulant, 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. A recent human clinical study which demonstrated that single doses of NIAGEN® can elevate the co-enzyme NAD+ in the blood by as much as 2.7-fold and is safe.

NIAGEN® is available at GNC stores nationwide and online at GNC.com.

About Specialty Nutrition Group, Inc.

Specialty Nutrition Group, Inc. is a nutrition brand-building firm focused on commercializing innovative, IP-protected nutritional and health-promoting technologies. SNG acts as co-development partner with large consumer products and nutrition companies to rapidly commercialize nutrition innovations, represents academic institutions and individual inventors to find new commercial applications for their inventions, and develops its own brands for launch in targeted commercial markets. More at www.SpecialtyNutrition.com.

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