

NIAGEN® nicotinamide riboside launches into the functional food space

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Barology's Live Younger™ bar offers consumers a new way to help boost cellular metabolism and cellular energy production

IRVINE, Calif., May 31, 2017 (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 the first launch of **NIAGEN®** nicotinamide riboside (NR) into the functional food space.

Studies have shown that levels of nicotinamide adenine dinucleotide (NAD+) decline with age, suggesting an explanation as to why we succumb to some of the unpleasant changes that come along with aging. NIAGEN® has a clinically demonstrated ability to boost NAD+ in both animals and humans. Having **received a GRAS no objection letter**, NIAGEN® seemed an ideal fit to power the new, Barology Live Younger™ bars, which aim to help men and women look and feel their best as they "Live Younger™."

Frank Jaksch, Jr., CEO and co-founder of ChromaDex stated, "Diversifying into other delivery systems such as functional foods opens the doors to new consumer bases. There is still a significant percentage of the population who do not like swallowing pills. The Barology's Live Younger™ bars taste great, while providing consumers seeking anti-aging support, a pill-free way to boost NAD+."

With a lifelong focus on health, wellness and longevity, company founder and inventor, Jill Spatz, R.N., MSN, is a big proponent of the importance of what people put in their bodies. After personally taking NIAGEN®, she found her inspiration for the new Live Younger™ bars, offering men and women a new, delicious way to help achieve their goals of living, looking and feeling younger. "Replenishing NAD+ via NR intake is an advanced, science-based

strategy to maintain energy and stay healthy as we age. That is why we chose NIAGEN[®] to power the Live Younger[™] bars." Barology offers bars for men and women, in two flavors - dark chocolate cherry and blueberry almond. To learn more visit www.barologybar.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 husk. 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 to the innovative qualities of NIAGEN[®], results of the NIAGEN[®] studies and their significance, and the anti-aging capabilities of nicotinamide riboside. 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.

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