

New TRU NIAGEN® Stick Packs Target New Audiences and Consumer Needs

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ChromaDex expands TRU NIAGEN® product line, offering single-serving stick packs for on-the-go consumers and athletes

LOS ANGELES, Nov. 20, 2018 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today the launch of TRU NIAGEN stick packs, offering a new delivery method of its revolutionary nicotinamide riboside ingredient to promote cellular energy and repair.

The stick packs, which each provide 300mg nicotinamide riboside mixed with fiber source inulin (chicory root extract), will offer consumers single-serving packets that easily mix into both cold and hot beverages, including smoothies and coffee. The product is particularly convenient for those who are on-the-go, athletes who consume sports drinks with a number of ingredients, and those who can't swallow capsules. The product is also vegetarian and caffeine-free.

"We are pleased to introduce this new way to ingest Tru Niagen," says ChromaDex CEO Rob Fried. "It could be particularly helpful to those who prefer sports or nutrition beverages to capsules."

The new product is now available on Amazon.com, Upgrade Labs, select Pressed Juicery locations in Los Angeles, as well as Make Out and New Deli restaurants from James Beard Award winner, Matthew Kenney.

"This new Tru Niagen product is the perfect add-on to a juice, smoothie or just on its own," says Kenney. "We are excited to offer them to our health-conscious community."

"Upgrade Labs is the first-ever biohacking human upgrade facility utilizing data-driven technology, focused on improving one's health, quality of life, and longevity," said Martin Tobias, CEO Upgrade Labs. "Part of our unique

inside-out approach begins with ways we can improve cellular health. With the latest in NAD technology from Tru Niagen, Upgrade Labs' clients are able to enhance cellular energy production and promote overall cellular health with ease."

For additional information on the science supporting TRU NIAGEN visit www.truniagen.com.

About TRU NIAGEN®:

TRU NIAGEN® is a branded dietary supplement brought to market by key nicotinamide riboside innovator and patent holder, ChromaDex. NIAGEN® nicotinamide riboside (NR), also supplied by ChromaDex, is the sole active ingredient in TRU NIAGEN®. Multiple clinical trials demonstrate NIAGEN® is proven to boost NAD (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN® has twice been successfully reviewed under FDA's new dietary ingredient ("NDI") notification program, and has also been successfully notified to the FDA as generally recognized as safe ("GRAS").

About ChromaDex:

ChromaDex Corp. is an integrated, global nutraceutical company devoted to improving the way people age. ChromaDex scientists partner with leading universities and research institutions worldwide to uncover the full potential of NAD and identify and develop novel, science-based ingredients. Its flagship ingredient, **NIAGEN®** nicotinamide riboside, sold directly to consumers as **TRU NIAGEN®**, is backed with clinical and scientific research, as well as extensive IP protection. **TRU NIAGEN®** is helping the world AGE BETTER®. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

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. 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 December 30, 2017, 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. ChromaDex provided research materials and a portion of the grant funding as a collaborator for the study.

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