

## Sports Nutrition Supplier BPI Sports Adopts ChromaDex® Quality Verification Seal Program

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IRVINE, Calif., Feb. 5, 2015 /PRNewswire/ -- **ChromaDex Corp.** (OTCQX: CDXC), an innovative natural products company that provides proprietary ingredients and science-based solutions to the dietary supplement, food and beverage, cosmetic and pharmaceutical industries, announced today that sports nutrition supplier BPI Sports has contracted with ChromaDex for third-party verification of BPI Sports' protein products.

Going forward, the "ChromaDex® Quality Verified Seal" will be added to the entire line of BPI Sports' protein powders, assuring that each product has been third-party tested and quality-verified.

The ChromaDex® Quality Verified Seal program will include:

Supply chain facility audits and inspections to verify compliance with cGMP, or Good Manufacturing Practices as specified by the FDA;

A comprehensive identity testing program for raw materials and finished products;

Finished product testing for potential contaminants such as microbials, heavy metals and residual solvents;

Provisions for ongoing monitoring to be performed as part of a quality protocol design and managed by ChromaDex

On Feb. 3, 2015, **the New York State Attorney General's Office accused four major retailers of selling fraudulent and potentially dangerous herbal supplements** and demanded that the retailers explain how they verify the ingredients in their herbal supplements.

"Any protein provider can randomly test their products to claim they meet specification, but testing only has real meaning if it is third-party verified and is done as part of an ongoing audit program," said James Grage, co-founder

of BPI Sports in response to the announcement. "With the ChromaDex Quality Verified Seal program, consumers will no longer have to guess if they are getting a quality protein product or one that's been spiked with subpar ingredients. Our hope is that since BPI Sports has obtained the ChromaDex seal, other companies will be compelled to use similar types of programs. Quality initiatives such as this will raise the bar for the entire industry and are great news for consumers."

Frank Jaksch, founder and CEO of ChromaDex commented, "Products bearing the ChromaDex® Quality Verified Seal will ensure that a quality program has been implemented by consumer product companies to verify that cGMP requirements are followed for the consumer products being manufactured. By adopting the ChromaDex® verification program, BPI Sports has demonstrated boldness and leadership within the supplement industry, giving consumers a reason to feel confident about the quality and integrity of its products."

### About ChromaDex:

ChromaDex is an innovative natural products company that discovers, acquires, develops and commercializes proprietary-based ingredient technologies through its unique business model that utilizes its wholly owned synergistic business units, including ingredient technologies, natural product fine chemicals (known as "phytochemicals"), chemistry and analytical testing services, and product regulatory and safety consulting (as Spherix Consulting). The company provides seamless science-based solutions to the nutritional supplement, food and beverage, animal health, cosmetic and pharmaceutical industries. The ChromaDex ingredient technologies unit includes products backed with extensive scientific research and intellectual property. Its ingredient portfolio includes pTeroPure® pterostilbene; ProC3G®, a natural black rice containing cyanidin-3-glucoside; PUREENERGY®, a caffeine-pTeroPure® cocrystal; and NIAGEN®, its recently launched branded nicotinamide riboside, a potent NAD+ booster and novel next-generation B vitamin. To learn more about ChromaDex, 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. 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 December 28, 2013, 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](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. 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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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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