

ChromaDex Furthers TRU NIAGEN® Global Expansion in Canada with WELL Health Technologies

Distribution agreement for Tru Niagen (nicotinamide riboside) in Vancouver area provides access to high-end pharmacies and clinics

LOS ANGELES, April 24, 2019 — ChromaDex Corp. (NASDAQ:CDXC) announced today a new distribution partnership for TRU NIAGEN® with Vancouver-based WELL Health Technologies Corp. (TSX.V: WELL) who intends on distributing TRU NIAGEN® via its partner network of pharmacy and other allied health businesses.

According to Orbis Research, the \$250 billion emerging anti-aging category is expected to reach some \$331 billion by the year 2021, with rapid growth fueled by advancements in science and technology, and an aging global population. In 2016, 8.5% of people worldwide were aged 65 and over, a number that is expected to jump to nearly 17% of the world's population by the year 2050.

“Given the size of the global market, and the access to a key influencer group in British Columbia, we believe this partnership is an important milestone in our global expansion strategy,” said ChromaDex CEO Rob Fried.

“WELL is focused on improving healthcare and driving preventative health across Canada through technology and scale,” said Hamed Shahbazi, WELL's Chairman and CEO. “To date, with the support of Mr. Li Ka-shing, we have already become British Columbia's largest network of primary care clinics and one of the most significant EMR hosting providers in the province.”

“Our latest launch of patient centric technology is not related to software or hardware, it is TRU NIAGEN® which clinical evidence indicates supports the healthy ageing process,” Shahbazi noted. “We are excited to introduce it to BC physicians at a conference, featuring ChromaDex Chief Scientific Advisor, Dr. Charles Brenner, on April 24th.”

Tru Niagen is a breakthrough supplement clinically proven to increase your NAD (nicotinamide adenine dinucleotide) levels which stimulate cellular energy production and support cellular repair. Decreased NAD levels have been associated with many age-related declines in overall health.

For additional information on the science supporting Tru Niagen visit www.truniagen.ca.

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 a science-based integrated 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 31, 2018, 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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