



ChromaDex to Present at the Drug, Chemical & Associated Technologies 2010 Nutrition & Health Forum

Discussion on current challenges in confirming identity and potency of dietary supplements

IRVINE, CALIF., May 11, 2010 – ChromaDex Corporation (OTCBB: CDXC), a natural products chemistry company which provides novel and innovative ingredients to the dietary supplement, food, beverage and cosmetic markets, announced today that CEO and co-founder Frank Jaksch will present at the Drug, Chemical & Associated Technologies (DCAT) 2010 Nutrition & Health Forum focused on strategies for growth in the dietary and supplement industry.

Mr. Jaksch will address current challenges in the dietary supplement market in a presentation entitled, "The Technical Aspects of Botanical Testing: Identity, Adulteration and Related Assays," on Thursday, May 13, 9 a.m. PT, at the Desert Springs JW Marriot Resort & Spa.

The presentation will focus on quality assurance and the identification of incoming raw materials, like stevia and bilberry, and finished products via appropriate testing methods. These methods provide a basis for ensuring raw materials are what they claim and that the end product conforms to label claims. The presentation will also explain the difference between appropriate and inappropriate analytical testing methods intended for ingredient identification and potency validation.

"Raw materials are only as good or reliable as the methodologies and tools used to define them. As producers continue to source materials from countries with varying guidelines, the need for quality assurance of raw materials and end products is crucial for GMP compliance," said Frank Jaksch of ChromaDex. "With that is the need to identify the most appropriate analytical test for assuring ingredient quality and potency."

For more information, visit www.DCAT.org or www.chromadex.com.

About ChromaDex

ChromaDex is a leader in the development of phytochemical and botanical reference standards and the creation of associated intellectual property. ChromaDex is committed to sustainable "green chemistry" and provides the dietary supplement, food, beverage, nutraceutical and cosmetic industries with the novel ingredients, analytical tools and services to meet product regulatory, quality, efficacy and safety standards. Among other things, the Company is currently focusing on clinical studies and the commercialization of its new product, pTeroPure™ pterostilbene (www.pteropure.com) as a result of its exclusive worldwide patent rights for pterostilbene. For more information, visit www.chromadex.com or follow ChromaDex on Twitter [@ChromaDex](https://twitter.com/ChromaDex).

Forward-Looking Statements

Any statements that are not historical facts contained in this release are forward-looking statements. Actual results may differ materially from those projected or implied in any forward-looking statements. Such statements involve risks and uncertainties, including but not limited to: the ability to market, produce and sell the referenced ingredients; risks relating to product and customer demand, market acceptance of our products; the effect of economic conditions both nationally and internationally; the ability to protect our intellectual property rights; the impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; our ability to raise capital to fund continuing operations; the ability to complete transactions; and other factors discussed from time to time in the Company's Securities and Exchange Commission filings. The Company undertakes no obligation to update or revise any forward-looking statement for events or circumstances after the date on which such statement is made except as required by law.

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