ChromaDex Licenses Additional Technology for pTeroPureÃ,® From the University of Mississippi

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IRVINE, Calif. and OXFORD, Miss., June 9, 2011 /PRNewswire/ -- ChromaDex Corp. (OTCBB: CDXC) and the University of Mississippi today announced the university has granted the natural products company the exclusive worldwide patent rights to a potential new therapeutic use for pterostilbene (tero-STILL-bean) as an anxiolytic or anti-anxiety agent. ChromaDex' pTeroPure® is an ultra-pure formulation of pterostilbene, a compound found in blueberries and demonstrated to have multiple health benefits.

ChromaDex continues its strategy of expanding its intellectual property supporting pterostilbene as the company builds its pTeroPure product portfolio and seeks partnerships to enter new markets. ChromaDex previously licensed two patents from the University of Mississippi that focus on the ability of pterostilbene to reduce blood lipoprotein levels and pterostilbene's effect on oxidative stress and cognition. ChromaDex also holds rights to patents related to manufacturing claims.

"Adding the anxiolytic indication to our existing patent portfolio around pTeroPure allows us to capitalize on new product opportunities that we can pursue independently or with partners looking to differentiate their own products," said ChromaDex President William Spengler. "ChromaDex will continue to seek partners such as the University of Mississippi so as to capture advancements in natural product research that will allow us to provide the marketplace with innovative proprietary ingredients."

Research conducted by the University of Mississippi School of Pharmacy shows pterostilbene may have anxiolytic activities. The researchers determined pterostilbene activates the ERK signaling pathway in the hippocampus, an area of the brain speculated to play a role in anxiety. The effect of pterostilbene was investigated in a classic animal model of anxiety and found to be comparable in activity to the anti-anxiety drug diazepam used as the control drug in the mod
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