

November 14, 2016



# Cardax Reports Successful Launch of ZanthoSyn™

## Physicians Highly Receptive

HONOLULU--(BUSINESS WIRE)-- Cardax, Inc. ("Cardax") (OTCQB:CDXI) is pleased to announce the successful launch of ZanthoSyn, our first product to help consumers safely address their inflammatory health.\*

Our product launch strategy has centered around educating physicians and other healthcare professionals on the benefits of ZanthoSyn. Our launch approach has been to focus first on the Honolulu area where we can meet regularly with physicians as well as consumers to assess their feedback and refine our sales, marketing, and distribution strategy.

Over the past three months since launching ZanthoSyn, we have held meetings with more than fifty physicians in the Honolulu area who combined treat more than 100,000 patients, many of whom have inflammatory health issues. We have provided these physicians with samples of ZanthoSyn to give to their appropriate patients. Although early, feedback has been encouraging and we are seeing this convert into purchases of ZanthoSyn through our website.

"Doctors and other healthcare professionals have been very receptive to ZanthoSyn and are reporting back to us the satisfaction that many of their patients are experiencing with our product. We are encouraged by this positive uptake and feedback," said Randall Mau, Cardax's Director of Medical and Business Affairs and former Senior Business Manager with Pfizer in Hawaii, who is heading the Company's marketing efforts in the healthcare and business communities.

"We are pleased with the successful launch of ZanthoSyn. We will continue to work with doctors and consumers to refine our message and expand our markets in a thoughtful way through Hawaii and then more broadly over the next months and quarters. We are off to a good start," added Cardax President and CEO, David G. Watumull.

### **About Cardax**

Cardax devotes substantially all of its efforts to developing and commercializing safe anti-inflammatory dietary supplements and drugs. Cardax is initially focusing on astaxanthin, which is a powerful and safe naturally occurring anti-inflammatory without the side effects of currently marketed anti-inflammatories. The safety and efficacy of Cardax's products have not been directly evaluated in clinical trials or confirmed by the FDA.

### **About ZanthoSyn**

ZanthoSyn is an astaxanthin dietary supplement distributed by Cardax and recommended by

physicians. ZanthoSyn features synthetic astaxanthin in high purity with superior absorption. Astaxanthin is a clinically studied ingredient with safe anti-inflammatory activity that supports joint health, cardiovascular health, metabolic health, and liver health.\*

### **Safe Harbor**

This release may contain certain forward-looking statements regarding our prospective performance and strategies within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and are including this statement for purposes of said safe harbor provisions. Forward-looking statements, which are based on certain assumptions and describe future plans, strategies, and expectations of our company, are generally identified by use of words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “plan,” “project,” “seek,” “strive,” “try,” or future or conditional verbs such as “could,” “may,” “should,” “will,” “would,” or similar expressions. Our ability to predict results or the actual effects of our plans or strategies is inherently uncertain. Accordingly, actual results may differ materially from anticipated results. Some of the factors that could cause our actual results to differ from our expectations or beliefs include, without limitation, the risks discussed from time to time in our filings with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. Except as required by applicable law or regulation, we undertake no obligation to update these forward-looking statements to reflect events or circumstances that occur after the date on which such statements were made.

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**\* These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent any disease.**

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