

December 3, 2018



Cardax and GNC Announce Expanded ZanthoSyn® Sales and Marketing Program

ZANTHOSYN® #1 AT GNC STORES IN HAWAII FOR PAST 12 MONTHS

HONOLULU, Dec. 3, 2018 /PRNewswire/ -- Cardax, Inc. (OTCQB: CDXI) and GNC (NYSE: GNC) announced today that they are expanding the sales and marketing program for ZanthoSyn®, Cardax's premium astaxanthin dietary supplement for inflammatory health and longevity. GNC is the exclusive brick-and-mortar retail channel for ZanthoSyn®.

GNC will augment Cardax's sales and marketing efforts with additional initiatives to increase ZanthoSyn® product awareness and education among GNC store associates and valued customers nationwide.

The program will build on the strong foundation that has already made ZanthoSyn® a top selling product in Hawaii GNC stores for more than a year. Strong store sell-through has also been seen in other major markets where Cardax has implemented its ZanthoSyn® sales and marketing strategy, including California, Nevada, and New York.

Cardax's two-pronged sales and marketing strategy combines:

- **Physician outreach and education**, where ZanthoSyn® is positioned as the first safe, physician friendly, anti-inflammatory for health and longevity, and GNC serves as a convenient and credible distribution channel for physicians recommending ZanthoSyn®.
- **GNC store outreach, education, and in-store sales support**, which builds on the ability to utilize ZanthoSyn® as a foundation of health, wellness, and performance regimens.

"We are very pleased and honored to work with GNC to expand our national ZanthoSyn® sales and marketing program," said David G. Watumull, Cardax CEO. "GNC has proven that their knowledgeable sales associates offer a highly effective channel for rapidly growing awareness and sales of this innovative product."

About Cardax

Cardax—headquartered in Honolulu, HI—is focused on developing and commercializing innovative dietary supplements and pharmaceuticals. The safety and efficacy of Cardax's products have not been directly evaluated in clinical trials or confirmed by the FDA.

About ZanthoSyn®

Cardax's first commercial product, ZanthoSyn®, is a physician recommended anti-inflammatory supplement for health and longevity that features astaxanthin with enhanced absorption and purity.* ZanthoSyn® is sold in GNC stores and online. ZanthoSyn® contains astaxanthin, which is Generally Recognized as Safe (GRAS) according to FDA regulations.

About Astaxanthin

Astaxanthin is a clinically studied compound with safe anti-inflammatory activity that supports joint health, cardiovascular health, metabolic health, liver health, and longevity.*

About GNC

GNC—headquartered in Pittsburgh, PA—is a leading global specialty health, wellness, and performance retailer. GNC connects customers to their best selves by offering a premium assortment of health, wellness, and performance products, including protein, performance supplements, weight management supplements, vitamins, herbs and greens, wellness supplements, health and beauty, food and drink, and other general merchandise. This assortment features proprietary GNC and nationally recognized third-party brands. GNC's diversified, multi-channel business model generates revenue from product sales through company-owned retail stores, domestic and international franchise activities, third-party contract manufacturing, e-commerce, and corporate partnerships. As of June 30, 2018, GNC had approximately 8,800 locations, of which approximately 6,600 retail locations are in the United States (including approximately 2,400 Rite Aid franchise store-within-a-store locations) and franchise operations in approximately 50 countries.

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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.

* 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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