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# Viveve Announces New Brand Identity GENEVEVE(TM) by Viveve

SUNNYVALE, CA -- (Marketwired) -- 11/10/16 -- Viveve Medical, Inc. ("Viveve") (NASDAQ: VIVE), a company focused on women's health, today announced the launch of a new brand name for the procedure using the Viveve<sup>®</sup> System -- GENEVEVE<sup>™</sup>. A new logo was also unveiled as part of the worldwide re-branding initiative.

"We are very excited to introduce the new GENEVEVE brand identity to our global partners as well as healthcare providers and their patients. The evocative GENEVEVE name and logo are a great reflection of the benefits of this comfortable, single-session, 30-minute treatment for women that incorporates patented radiofrequency energy that has been demonstrated to stimulate and naturally generate collagen," said Patricia Scheller, chief executive officer of Viveve. She continued, "The elegant logo is a symbol of the inter-connectivity between the important aspects of women's health and our mission to provide an effective treatment that addresses their well-being and quality of life."

The new GENEVEVE name and logo will begin appearing immediately on all treatment-related materials in markets around the world. The company also announced updates to all corporate materials and online platforms to reflect this new branding.

## ***About Viveve***

Viveve Medical, Inc. is a women's health and wellness company passionately committed to advancing new therapeutic solutions to improve women's overall well-being and quality of life. The Viveve System has received regulatory approval in many countries throughout the world and is available through physician import license in Japan. For further information please visit [www.viveve.com](http://www.viveve.com).

## ***Safe Harbor Statement***

All statements in this press release that are not based on historical fact are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. While management has based any forward-looking statements included in this press release on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties and other factors, many of which are outside of our control, which could cause actual results to materially differ from such statements. Such risks, uncertainties and other factors include, but are not limited to, the fluctuation of global economic conditions, the performance of management and our employees, our ability to obtain financing, competition, general economic conditions and other factors that are detailed in our periodic and current reports available for review at [www.sec.gov](http://www.sec.gov).

Furthermore, we operate in a highly competitive and rapidly changing environment where new and unanticipated risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise forward-looking statements to reflect events or circumstances that subsequently occur or of which we hereafter become aware.

*Viveve<sup>®</sup> System is a registered trademark of Viveve, Inc.  
GENEVEVE<sup>™</sup> is a trademark of Viveve, Inc.*

Image Available:

<http://www.marketwire.com/library/MwGo/2016/11/9/11G121387/Images/MultimediaAsset1-574517035.gif>

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