

April 21, 2015



Viveve to Participate in the Master Investor 2015 Conference in London

Investor Conference Coincides With European Commercial Launch Efforts

SUNNYVALE, CA -- (Marketwired) -- 04/21/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, is pleased to announce that it will exhibit at the Master Investor 2015 conference to be held on Saturday April 25, 2015 at The Business Design Centre, 52 Upper Street, London N1 0QH. The Viveve booth number is 29 on the exhibit floor. For more information on registering and getting to the conference, please visit www.masterinvestor.co.uk.

Regarded as the premier investor show in the United Kingdom, Master Investor is now in its thirteenth year. Almost 4,000 investors, brokers and industry analysts are registered to attend, analyze and invest in the companies exhibiting at the conference.

Viveve, which now has exclusive distribution agreements in place in six countries in Europe, including the UK, Ireland, Spain, Belgium, Luxembourg and the Netherlands, is planning to further expand throughout Europe by the end of 2015.

About Viveve

Viveve, Inc., the operating subsidiary of Viveve Medical, Inc., is a women's health company passionately committed to advancing new solutions to improve women's overall well-being and quality of life. The company's lead product, the globally patented Viveve® System, is a non-surgical, non-ablative medical device that remodels collagen and restores tissue with only one treatment session. The Viveve System treats the condition of vaginal laxity, which is the result of the over-stretching of tissue during childbirth that can result in a decrease in physical sensation and sexual satisfaction. Physician surveys indicate that vaginal laxity is the number one post-delivery physical change for women, being more prevalent than weight gain, urinary incontinence or stretch marks. The Viveve Treatment uses patented, reverse-thermal gradient radiofrequency technology to tighten vaginal tissue in one 30-minute out-patient treatment in a physician's office. The Viveve System has received regulatory approval in Europe, Canada and Hong Kong and is available through physician import license in Japan. It is currently not available for sale in the U.S. For more information, please visit Viveve's website at www.viveve.com.

Safe Harbor Statement

All statements in this press release that are not based on historical fact are "forward-looking statements." 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 to be detailed in our periodic and current reports available for review at 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 is a registered trademark of Viveve, Inc.

Contact:

Amato and Partners, LLC
Investor Relations Counsel
90 Park Avenue. 17th Floor
New York, NY 10016
212.430.0360
admin@amatoandpartners.com

Source: Viveve Medical, Inc.