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Viveve(R) to Ring the Nasdaq Stock Market Opening Bell to Celebrate Its Listing

SUNNYVALE, CA -- (Marketwired) -- 07/13/16 -- Viveve Medical, Inc. ("Viveve") (NASDAQ: VIVE), a medical technology company focused on women's health, today announced that company representatives have been invited to ring the Nasdaq Stock Market Opening Bell on Monday, July 18, 2016, at the Nasdaq MarketSite in New York City. Patricia Scheller, chief executive officer of Viveve, and Scott Durbin, Viveve's chief financial officer, will ring the opening bell in celebration of the listing of Viveve's common stock on Nasdaq.

"On behalf of all of our dedicated employees, investors, stakeholders and patients, we are honored to open Nasdaq to celebrate Viveve's listing on this leading stock exchange," said Ms. Scheller. "We believe that the listing represents an important step for the company in realizing its vision of commercializing technologies to address issues that significantly impact women's health. We will continue to drive the global commercialization of our first platform, the Viveve Treatment, a painless procedure to treat the common condition of vaginal laxity, which can profoundly impact a woman's sexual satisfaction and quality of life. Nasdaq is a leading U.S. exchange for innovative medical device companies, and we look forward to a bright future together."

Ms. Scheller and Mr. Durbin will be joined by several members of the Viveve management team and board of directors as they ring the opening bell.

Viveve invites investors, clinicians, patients and other friends and colleagues to view the live webcast. At the time of the event, the webcast will be available via the following link: <https://new.livestream.com/nasdaq/live>. An archived version of the webcast will be available for 90 days on Viveve's website: <http://www.viveve.com>. In addition, photos and video of the Nasdaq Bell Ringing Ceremony will be available, courtesy of the Nasdaq, on Facebook (Nasdaq), Twitter (@Nasdaq), and YouTube.

About Viveve

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 internationally 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 that can result in decreased 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 restore vaginal tissue in one 30-minute outpatient treatment in a physician's office. The Viveve System has received regulatory approval in many countries throughout the world 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" within the meaning of the Private Securities Litigation Reform Act of 1995, and are subject to the safe harbors created by that Act. 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. 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.

Investor relations contact:
Amato and Partners, LLC
90 Park Avenue, 17th Floor
New York, NY 10016
admin@amatoandpartners.com

Media contact:
Jessica Burns
Berry & Company Public Relations
(212) 253-8881
jburns@berrypr.com

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