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Viveve(R) Announces Distribution Agreement for Viveve System With Melon Ltd. in Finland

SUNNYVALE, CA -- (Marketwired) -- 09/15/16 -- Viveve Medical, Inc. ("Viveve") (NASDAQ: VIVE), a medical technology company focused on women's health, today announced the entry into a distribution agreement for the Viveve System with Melon Ltd., a leading distributor of healthcare and aesthetic products including treatment devices, instruments and cosmetics. Melon Ltd. is based in Tampere, Finland and offers an extensive selection of high-quality products from leading manufacturers in Europe, USA and Israel.

"We are pleased to be able to bring the Viveve System, which has been clinically proven to offer an effective and painless treatment for vaginal laxity, to physicians and their female patients in Finland in partnership with Melon Ltd.," said Patricia Scheller, chief executive officer of Viveve. "We believe that Melon Ltd. is well positioned to successfully introduce our unique technology and rapidly bring the benefits of the Viveve System to women throughout Finland who are living with the challenges of vaginal laxity."

Including this distribution agreement with Melon Ltd., Viveve has distribution partnerships in place for the Viveve System in 69 countries around the world. To date, the technology has received regulatory clearance in 30 of those countries.

"The Viveve System is a great reflection of our commitment to work with leaders in medical technology that are bringing important advances in healthcare to Finland. We offer only what we believe are the finest technologies with evidence of safety and optimal results," said Juha Hiltunen, executive vice president of Melon Ltd. "The Viveve System fits perfectly into our product portfolio and we're excited to offer this proven safe and effective technology to address a significant unmet need in women's health in the years ahead."

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 tighten vaginal tissue in one 30-minute out-patient 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 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. 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.

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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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