

September 15, 2016



Viveve(R) Announces Resignation of Brigitte Smith From Company Board of Directors

SUNNYVALE, CA -- (Marketwired) -- 09/15/16 -- Viveve Medical, Inc. ("Viveve" (NASDAQ: VIVE)), a medical technology company focused on women's health, today announced that Brigitte Smith has resigned as a director of Viveve's Board of Directors, including from her positions as Chairman of the Board and member of the Compensation Committee and Governance and Nominating Committee. Her resignation will be effective September 30, 2016.

Ms. Smith joined the company in 2007 as a member of the Board of Directors of Viveve, Inc., the company's operating subsidiary, representing GBS Venture Partners Pty Ltd., one of the company's original venture capital investors.

"We thank Brigitte Smith for her expert counsel and guidance during her long tenure as a valued member of the board, which has played an important role in helping us advance our business strategy and our global commercial plans for the Viveve System," said Patricia Scheller, chief executive officer of Viveve. "We will miss her dedicated support for the Company and wish her well with her future endeavors."

"I am proud to have been a part of the organization and to have worked with the outstanding management team and my fellow board members at Viveve to accomplish many significant milestones over the years," said Ms. Smith. "I am sure that the company will continue to build on these strengths. My departure is not related to any developments at Viveve and I continue to have great confidence in the company and its prospects for a highly successful future."

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 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 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.

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

Source: Viveve Medical, Inc.