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Viveve(R) Announces Regulatory Approval for Viveve System in Brazil

Viveve System is now available for marketing in 48 countries around the world

SUNNYVALE, CA -- (Marketwired) -- 10/20/16 -- Viveve Medical, Inc. ("Viveve")(NASDAQ: VIVE), a medical technology company focused on women's health, today announced that the company has received regulatory approval in Brazil. The Viveve System is indicated for treatment of the vaginal introitus after vaginal childbirth to improve sexual function.

"Regulatory clearance to market the Viveve System in Brazil is an exciting milestone for Viveve," said Patricia Scheller, chief executive officer of Viveve. She continued, "As one of the largest markets in the world for aesthetic medical procedures, commercializing the Viveve System in the Brazilian market will position Viveve as a leader in supporting women's sexual health in Latin America. We are fortunate to have a strong relationship with our distribution partner in Brazil, HV Medical, and look forward to supporting their efforts to bring this clinically-proven treatment to women in the region whose sexual function and quality of life have diminished."

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 System 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. 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.

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