

January 26, 2017



## Viveve Deploys Initial U.S. Commercial Sales Force

SUNNYVALE, CA -- (Marketwired) -- 01/26/17 -- Viveve Medical, Inc. ("Viveve") (NASDAQ: VIVE), a medical technology company focused on women's health, today announced the deployment of their U.S. sales team for commercialization of the Viveve® System throughout the country. The Viveve System received 510(k) regulatory clearance from the U.S. Food and Drug Administration (FDA) in October 2016 and is indicated for use in general surgical procedures for electrocoagulation and hemostasis.

"Deployment of our sales force in the U.S. market represents a major milestone in Viveve's efforts to commercialize the company's internationally patented cryogen-cooled monopolar radiofrequency (CMRF) technology to U.S. physicians," said Patricia Scheller, chief executive officer of Viveve. "This accomplishment not only solidifies our presence as a global leader in women's health and wellness, it ultimately stands to benefit a tremendous number of American women in the years ahead."

Jim Atkinson, Viveve's president and chief business officer added, "We are proud of the talented and seasoned professionals we have assembled to introduce the safe and effective Viveve System throughout the United States. Possessing successful experience in capital and consumable medical device sales, our team will reach practitioners in multiple subspecialties to advance women's health and wellness treatment options. We believe Viveve is well positioned to build on our rapidly expanding commercial footprint and are committed to providing the highest level of support and service to the U.S. team and our physician customers."

### ***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 Viveve System has received regulatory approval in many countries throughout the world and is available through physician import license in Japan. For further information please visit [www.viveve.com](http://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](http://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](mailto:admin@amatoandpartners.com)

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

Source: Viveve Medical, Inc.