

May 12, 2016



## Viveve(R) Announces Election of Three New Independent Board Directors

SUNNYVALE, CA -- (Marketwired) -- 05/12/16 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMD), a medical technology company focused on women's health, today announced the addition of three new members to the Viveve board of directors and the retirement of two current members. Lori Bush, Debora Jorn, and Arlene Morris joined the company's board of directors effective May 11, 2016. Mark Colella and Carl Simpson, long-time members of Viveve's board, retired.

Lori Bush has over 30 years of experience in the consumer and healthcare products industries with a proven track record in building highly successful brands. Most recently, she served as president and chief executive officer of Rodan + Fields, a premium skincare company that grew from a start-up to over \$600M in revenue during her 8 year tenure with the company. Ms. Bush's previous executive roles include president of Nu Skin and leadership positions in consumer products within Johnson & Johnson.

Debora Jorn has extensive experience in building multi-billion dollar U.S. and global life science businesses. She has a proven record of designing and implementing innovative business and marketing strategies that have delivered double digit organic growth across numerous therapeutic areas. Most recently Ms. Jorn served as executive vice president and company group chair at Valeant, chief global marketing officer at Bausch & Lomb, and group vice president for women's health and fertility at Schering Plough.

Arlene Morris joins the board with significant life science experience in the development of strategic partnerships and transactions, global marketing, product pipeline development and operations. She has served as president and chief executive officer of Syndax Pharmaceuticals and has held executive leadership positions at Johnson & Johnson's Ortho-McNeil Pharmaceutical, Scios, Coulter Pharmaceuticals, Clearview Projects, and Affymax.

"We are very pleased to enhance Viveve's board of directions with the high caliber of talent and experience brought to us by Ms. Bush, Ms. Jorn and Ms. Morris," said Patricia Scheller, Viveve's chief executive officer. "We are confident that their individual and collective contributions as board members will strengthen the success of our ongoing operational and commercial strategies around the world."

Departing board members Mark Colella, partner of Stamos Capital Partners, and Carl Simpson, co-founder and managing director of Coronis Medical Ventures, are recognized for their leadership, commitment and years of service to Viveve as it has grown from inception to a company that we believe is now well positioned to successfully build upon its proven clinical results and commercial efforts around the globe.

### **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 globally 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](http://www.viveve.com).

### ***Safe Harbor Statement***

All statements in this press release that are not based on historical fact are "forward-looking statements." 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 to be 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.*

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