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Viveve(R) Expands in Latin America With Six New Distribution Partnerships

Viveve System -- Non-surgical Treatment for Vaginal Laxity -- Now Available in 65 Countries around the World

SUNNYVALE, CA -- (Marketwired) -- 07/05/16 -- Viveve Medical, Inc. ("Viveve" (NASDAQ: VIVE)), a medical technology company focused on women's health, today announced six new distribution partnerships that expand commercial availability of the Viveve System to fourteen additional countries in Latin America. The new relationships provide for distribution of the Viveve System in: Argentina, Peru, Paraguay (Sirex S.A.) and Chile (Torregal), Columbia and Ecuador (Alphaeon Columbia S.A.S.), Mexico (Vitre-Tech), Panama, Costa Rica, Guatemala and Dominican Republic (Coolmed, S.A.), Uruguay (Adenor, S.A.), and Venezuela and the Caribbean (MARC Group International, LLC).

"The Latin American region represents one of the world's largest markets for aesthetic medical procedures," said Jim Atkinson, president and chief business officer of Viveve. "Our collaboration with a distinguished group of distribution partners will help us to increase our presence in the region while providing outstanding service and customer support."

Viveve now has 23 exclusive partnerships covering distribution in 65 countries around the world and has received regulatory clearance for the Viveve System in 25 of those countries thus far.

"We believe the combination of our internationally patented technology, the experience and professionalism of our partners, and the acceptance of innovative medical procedures in all of our target markets will advance Viveve's reputation as a leading provider of women's health products in this important region," said Patricia Scheller, chief executive officer of Viveve. "Available safety and efficacy data continue to support the use of Viveve Treatment as a painless procedure to treat the common condition of vaginal laxity, which can profoundly impact a woman's sexual satisfaction and quality of life."

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 restore 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 the Private Securities Litigation Reform Act of 1995, and are subject to the safe harbors created by that Act. 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. 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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