

February 26, 2015



Viveve Announces Distribution Partnership With CoachHouse Medical in the United Kingdom

SUNNYVALE, CA -- (Marketwired) -- 02/26/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, today announced a new distribution partnership with [CoachHouse Medical](#) ("CoachHouse"), a United Kingdom based distributor of medical devices. This partnership combines Viveve's innovative product for treating vaginal laxity with CoachHouse's expertise in building new medical device markets throughout the United Kingdom.

"We're thrilled to be entering the United Kingdom market. The Viveve® System provides women with a safe, painless treatment for vaginal laxity, a medical condition that, to date, remains ineffectively addressed for millions of women. Working with CoachHouse to introduce the Viveve Treatment into the United Kingdom will help to ensure that physicians receive the best possible training and support as they begin offering the treatment," said Patricia Scheller, the Chief Executive Officer of Viveve.

CoachHouse Medical is a leading distributor of medical devices throughout the United Kingdom. CoachHouse utilizes a business partnering approach, including comprehensive training and support that increases value to its customers in the health care industry. "We are truly excited to be the exclusive United Kingdom distributor of the new Viveve System," said James Backhouse, Managing Director of CoachHouse. "It aligns perfectly with our mission to provide pioneering technologies to our physicians. Now women who have this very common and frustrating condition will have access to a procedure that is aimed at reducing vaginal laxity and restoring sexual satisfaction. CoachHouse is proud to bring the Viveve Treatment to physicians and their female patients and to contribute to the improvement of women's sexual health."

About Viveve

Viveve, Inc., the operating subsidiary of 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 Viveve® System, is a non-surgical, non-ablative medical device that remodels collagen and restores tissue. The Viveve System treats the condition of vaginal laxity, which is the result of the over-stretching of tissue during childbirth that can result in a decrease in 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 Europe, Canada and Hong Kong 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." 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.

Investor Relations
Amato and Partners, LLC
90 Park Avenue, 17th Floor
New York, NY 10016
212.430.0362
info@amatoandpartners.com

Source: Viveve Medical, Inc.