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Viveve Announces Distribution Partnership With Medica Group

Viveve(R) Treatment Now Available in 10 Countries Throughout the Middle East

SUNNYVALE, CA -- (Marketwired) -- 05/19/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, today announced a new distribution partnership with Medica Group ("Medica"), a distributor of medical devices based in Dubai. The agreement, which covers the United Arab Emirates, the Kingdom of Saudi Arabia, Lebanon, Kuwait, Bahrain, Qatar, Oman, Jordan, Iraq and Egypt, combines Medica's strong presence in the medical device market throughout the region with Viveve's innovative product for treating vaginal laxity. The Viveve Treatment is now available in 22 countries around the world.

"We're excited about entering the Middle Eastern market, particularly with a group such as Medica. Their stature in the region will pave the way for widespread availability of the Viveve Treatment," said Patricia Scheller, the Chief Executive Officer of Viveve. "Working with Medica will ensure that physicians receive the best possible training and ongoing support as they begin offering this non-surgical treatment for vaginal laxity. We believe that the clinically demonstrated safety and efficacy profile of this procedure make the Viveve Treatment the best option for treating a condition that can profoundly impact a woman's quality of life, and with this alliance it will now be an accessible option in the Middle East."

Medica, a distributor of innovative medical technologies and products, has established an excellent reputation throughout the region. Due to its extensive range of products and broad market scope, Medica provides its customers with the convenience of obtaining the best solutions from a single partner.

"We are happy to be able to add such a unique product to our product portfolio," said Elias Chabtini, CEO of Medica Group. "Vaginal laxity is a common and bothersome condition, and the fact that there is now an effective non-surgical approach entailing just one pain-free treatment will be welcome news to physicians and their patients."

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 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, 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 outpatient 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.

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