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Viveve(R) Announces Distribution Partnership for Turkey and Azerbaijan

Viveve Treatment Now Available in 45 Countries Throughout the World

SUNNYVALE, CA -- (Marketwired) -- 09/17/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, today announced the expansion of its commercial efforts into Turkey and Azerbaijan through a partnership with ATT Medikal, Aesthetics and Cosmetics Company, Ltd. ("ATT"), a leading distributor of medical devices based in Ankara, Turkey.

Viveve now has 14 exclusive distribution partnerships covering 45 countries throughout the world:

REGION	COUNTRIES
North America	Canada
Europe	Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia, Bulgaria, Croatia, FYRO Macedonia, Germany, Greece, Ireland, Kazakhstan, Kosovo, Luxembourg, Montenegro, The Netherlands, Republic of Cypress, The Russian Federation, Serbia, Slovenia, Spain, Switzerland, Turkey, United Kingdom
Asia Pacific	Brunei, Japan, Malaysia, Singapore, S. Korea, Taiwan, Thailand, Vietnam
Middle East	Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates

"We believe that our partnership with ATT will establish our presence in this important region and greatly expand the availability of the Viveve Treatment," said Patricia Scheller, the Chief Executive Officer of Viveve. "We believe that the clinically demonstrated safety and efficacy profile of this painless procedure make the Viveve Treatment the best alternative for reducing vaginal laxity and restoring sexual satisfaction."

ATT, a distributor of innovative medical technologies and products in Turkey and Azerbaijan, has established an excellent reputation for identifying emerging clinical needs and pioneering new technologies. Due to its extensive range of products and broad market scope, ATT provides its customers with the convenience of obtaining many types of solutions from a single provider.

"The Viveve System is a perfect fit for ATT," said Fuat Sertbas, President. "It is in precise alignment with our goal of bringing innovative technologies to our physicians and their patients." "Now women who have this very common and frustrating condition will have access to a procedure that we believe can profoundly impact a woman's quality of life."

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 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.

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