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# Viveve Announces Distribution Partnership for South Korea

## Viveve(R) Treatment Now Available in 25 Countries Throughout the World

SUNNYVALE, CA -- (Marketwired) -- 06/02/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, today announced the expansion of its commercial efforts into South Korea with a partnership with JOYMG, Co., Ltd ("JOYMG"), a leading distributor of medical devices in South Korea based in Seoul. The partnership combines Viveve's solution for treating vaginal laxity with JOYMG's proven expertise in introducing new technologies to the Korean market.

Viveve now has exclusive distribution partnerships covering 25 countries throughout the world:

<b>REGION</b>	<b>COUNTRIES</b>
North America	Canada
Europe	United Kingdom, Ireland, Spain, The Netherlands, Belgium, Luxembourg
Asia Pacific	Japan, Singapore, Malaysia, Vietnam, Brunei, Taiwan, Thailand, S. Korea
Middle East	United Arab Emirates, Saudi Arabia, Lebanon, Kuwait, Bahrain, Qatar, Oman, Jordan, Iraq, Egypt

"We're very pleased to be working with JOYMG to bring the globally patented Viveve System, which provides an effective and painless treatment for vaginal laxity to South Korea," said Patricia Scheller, the Chief Executive Officer of Viveve.

JOYMG has been considered an industry leader in the Aesthetic and Women's Health sectors for decades in South Korea. The company focuses its efforts on innovative products with solid scientific evidence, recognizing the need for physicians to maintain high-quality standards and provide specialized solutions for their patients.

"Having worked in this industry for almost thirty years, I believe that the Viveve System will significantly improve women's health in the South Korean market by addressing a condition that can have a profound impact on a woman's quality of life," said Dongsup Myung, Chairman and CEO of JOYMG.

### **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](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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