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# Viveve Announces Distribution Partnership With VallexM

## Viveve(R) Treatment Now Available in 32 Countries Throughout the World

SUNNYVALE, CA -- (Marketwired) -- 08/11/15 -- Viveve Medical, Inc. ("Viveve") (OTCQB: VIVMF), a company focused on women's health, today announced the expansion of its commercial efforts into the Russian Federation, Armenia, Belarus, and Kazakhstan in partnership with VallexM, LLC ("VallexM"), a leading distributor of luxury and professional brands.

Viveve now has 12 exclusive distribution partnerships covering 32 countries throughout the world:

<b>REGION</b>	<b>COUNTRIES</b>
North America	Canada
Europe	Armenia, Austria, Belarus, Belgium, Germany, Ireland, Kazakhstan, Luxembourg, The Netherlands, The Russian Federation, Spain, Switzerland, United Kingdom
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 partnering with, what we believe is the premier distributor in The Russian Federation, Armenia, Belarus and Kazakhstan to bring the globally patented Viveve System, which offers an effective and painless treatment for vaginal laxity, to physicians and their female patients in each country," said Patricia Scheller, the Chief Executive Officer of Viveve. "This market represents a significant expansion in our global commercialization efforts and a large potential market for the Viveve treatment," she continued.

VallexM has a history of identifying emerging clinical needs and pioneering technologies to build new markets. Their focus on training and education has helped establish a large network of key opinion leaders throughout the region. "The Viveve System aligns perfectly with our goal of providing the most innovative and scientifically proven technologies to our physicians and their patients," said Grach Pogosyan, President of VallexM. "Now women who have this very common and frustrating condition will have access to a procedure that is aimed at improving vaginal laxity and restoring sexual satisfaction."

### **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](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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