

PATRICIA SCHELLER NAMED CEO OF VIVEVE, INC.

Seasoned executive to lead international commercialization

June 18, 2012 Sunnyvale, California - Viveve, Inc., a privately held woman's health company, has announced the appointment of Patricia Scheller as Chief Executive Officer. In addition to this position, Ms. Scheller will also serve on Viveve's Board of Directors.

"Patricia Scheller is the perfect leader for the next stage of the company's development," stated Brigitte Smith, Viveve's Chairman of the Board and Managing Director of GBS Venture Partners. "Viveve is pioneering quick and painless non-surgical treatment to address vaginal laxity and loss of physical sensation that is common to many women after vaginal childbirth. Patricia's experience in building global new businesses and establishing strong market franchises will help position the company and technology for rapid market adoption. Her impressive track record of successful product introductions, coupled with her management and strategic development expertise, will position Viveve for market success."

Ms. Scheller has more than 25 years of executive marketing, business development and managerial experience within the health care industry. Most recently she served as CEO of Prescient Medical, Inc., a privately held company focused on the development of diagnostic and treatment products designed to reduce deaths from heart attacks. Prior to working at Prescient Medical, she was the CEO of SomaLogic, Inc., a biotechnology company focused on the development of diagnostic products using aptamer technology. In addition, she has managed several business units of Ortho-Clinical Diagnostics, Inc., a Johnson & Johnson company, and held several senior positions at Dade Behring, Inc. While at Dade Behring, Inc., she directed the commercialization of the hsCRP diagnostic test, a screening test for systemic inflammation, which has been shown to increase the risk of heart attacks. The hsCRP test was the first diagnostic test added to the cardiac test panel by the Center for Disease Control and Prevention and American Heart Association in over 30 years. As Director of cardiology systems at Cordis Corporation (a Johnson & Johnson company) she managed the launch of the first Palmaz-Schatz® balloon-expandable coronary stent, the first major product entry into what became a \$6 billion market.

"The Viveve technology has the potential to improve the lives of women all over the world," explained Ms. Scheller. "I'm looking forward to working with the dedicated team at Viveve and clinicians around the world to create widespread awareness of the company's groundbreaking technology and establishing Viveve as a leader in the women's health market."

About Viveve, Inc.:

Viveve is a privately held women's health company based in Sunnyvale, California. The Viveve System is a medical device used for the non-surgical treatment of post-partum laxity of the vaginal introitus, a medically recognized quality of life condition. The Viveve System has received CE Mark approval in Europe and a Medical Device License from Health Canada allowing the product to be marketed for its intended use in these markets. It is not currently available for sale in the U.S. .

The company's Series A and Series B financing was led by GBS Venture Partners and 5AM Ventures. Viveve Inc is currently an associate member of the Society of Obstetricians and Gynaecologists of Canada

For more information, visit www.viveve.com.

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For more information, or to arrange an interview, please contact:

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