



For Immediate Release

Viveve-Sponsored Research Accepted for Presentation at Two Prestigious International Conferences

Women's Sexual Health Research on Podium at 2010 Joint ICS/IUGA Meeting

July 13, 2010—Palo Alto, CA—Viveve, Inc., a women's sexual health company that has developed a medical device and procedure to treat vaginal laxity, recently received notification that its sponsored abstracts were accepted for the 2010 International Meetings for the International Continence Society (ICS), International Urogynecological Association (IUGA), being held as a joint meeting in 2010, and the International Society of Sexual Medicine (ISSM). The subject of the abstracts focused on research with women and OB/GYNs regarding patients' sexual health, attitudes on vaginal laxity after childbirth, and the lack of conversation about these topics between a patient and her doctor.

"I believe the fact that these two abstracts were both accepted at such highly regarded conferences on women's health and women's sexual health demonstrate the growing interest and attention worldwide to these very important topics," said Dr. Leah Millheiser, OB/GYN and Director of the Women's Sexual Health Program at Stanford University and first author on both abstract submissions.

The abstract submitted and accepted for ICS/IUGA titled "**A Cross-Sectional Survey to Assess the Prevalence and Symptoms Associated with Laxity of the Vaginal Introitus**" reports on findings from qualitative and quantitative research conducted with women in the United States 25-55 years old, who have delivered at least one child vaginally. This abstract was accepted as a *Podium Presentation* at the Joint Meeting of ICS/IUGA which will take place in Toronto, Canada, August 23-27, 2010.

The abstract submitted and accepted for ISSM titled "**Cross-Sectional Survey of Sexual Health and Vaginal Laxity Following Vaginal Delivery**" reports on findings in two independent quantitative research studies, one study with 421 women in the U.S. 25-55 years old who've delivered at least one child vaginally; the other study with 524 OB/GYNs practicing in the United States. This abstract was accepted as an **Unmoderated Poster Presentation** at the 14th World Meeting of the ISSM, which will take place in Seoul, Korea, September 26-30, 2010.

"We are very pleased ICS, IUGA and ISSM are acknowledging the importance of this research to their memberships," says Kerry Pope, CEO of Viveve. "We will continue to share our knowledge about vaginal laxity and women's desire to communicate its impact on their sexual health to their OB/GYNs."

For more information on the ISSM meeting, please visit: <http://www.issm2010.info/site/>

For more information on the joint ICS/IUGA meeting, please visit: www.ics-iuga.com

To review the abstracts, please visit: <http://www.viveve.com/clinical/publications/>

About Viveve™

Viveve is a privately held women's sexual health company based in Palo Alto, California. The Viveve System is a medical device used for the nonsurgical procedure of post-birth laxity of the vaginal introitus, a medically recognized quality of life condition. The Viveve system received a general 510(k) clearance from FDA in 2008.

The company's Series A financing was led by GBS Venture Partners and 5AM Ventures. For more information, visit the Viveve Web site at www.viveve.com or phone 650-321-3332.