



FOR IMMEDIATE RELEASE

Viveve-Sponsored Research to be Published in *Journal of Sexual Medicine*

Peer-Reviewed Study on Treatment of Vaginal Laxity Resulting from Childbirth

August 12th, 2010—Palo Alto, CA. — Viveve, Inc., a women’s sexual health company that has developed a non-surgical procedure to treat vaginal laxity resulting from childbirth, recently sponsored a clinical trial whose results will be published in the September 2010 issue of the *Journal of Sexual Medicine*. A promising step, this clinical study demonstrates the safety and efficacy of Viveve’s radiofrequency (RF) treatment, with self-reported questionnaire responses indicating post-procedure improvement in both sexual satisfaction and vaginal tightness.

“Many women who give birth through vaginal delivery notice changes in their sexual satisfaction during intercourse,” said Dr. Leah Millheiser, the lead author on the article and practicing Obstetrician and Gynecologist at Stanford Hospital in Palo Alto, California. “This research may contribute to our understanding of the impact of improved vaginal laxity on an increase in sexual function.”

The peer-reviewed article, “**Radiofrequency Treatment of Vaginal Laxity After Vaginal Delivery: Non-Surgical Vaginal Tightening**,” reports on findings from an IRB-approved clinical study that was the first to explore the use of the Viveve System, a non-surgical medical device to treat vaginal laxity post childbirth. The study included 24 women ages 25-44, who were treated using reverse gradient, volumetric RF energy delivered to the vaginal sub-mucosal tissue while protecting the surface with a coolant. All study participants had delivered at least one child vaginally. The procedure was well-tolerated with no topical anesthetics required and no adverse events reported.

“We are delighted with the pivotal results of this study and we feel very gratified the article has been accepted for publication,” says Kerry Pope, CEO of Viveve. “We look forward to supporting future ground-breaking research as we continue our efforts to improve women’s sexual health.”

In addition to Dr. Millheiser, Rachel Pauls, M.D., Seth Herbst, M.D., and Bertha Chen, M.D., were authors on this article.

The published article can be viewed at www.viveve.com

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 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.