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WOMEN'S HEALTH COMPANY VIVEVE SPONSORS AWARD WINNING ABSTRACT AT ACOG

June 15th, 2010—Palo Alto, CA. —The American Congress of Obstetricians and Gynecologists (ACOG) awarded a Viveve-sponsored abstract, titled "Nonsurgical Radiofrequency Treatment for Laxity of the Vaginal Introitus: 6-Month Data" a blue ribbon signifying the abstract received the highest rankings in its category. The award winning abstract was presented as a poster at the 58th Annual ACOG meeting held in San Francisco May 15th-19th of this year.

"This award is quite an honor," said Dr. Seth J. Herbst, the lead author on the abstract, principal investigator on the study and OB/GYN at the Institute of Women's Health, West Palm Beach, Florida. "Only 15 abstracts out of 279 accepted for poster presentations were selected to receive this designation and I'm delighted for the recognition of this very important study."

The IRB approved study, sponsored by Viveve, was a first of its kind study on the novel use of a medical device to treat vaginal laxity post childbirth to improve a woman's physical sensation and sexual satisfaction during intercourse. "We're excited that the 6-month results of this study show great promise for the Viveve procedure," said Kerry Pope, chief executive of Viveve. "We're also very pleased with the award and would like to thank the authors for their work on the study and the abstract and ACOG for the recognition to this important topic in women's sexual health."

In addition to Dr. Herbst, Dr. Rachel Pauls, Dr. Leah Millheiser, and Dr. Bertha Chen were authors on this abstract.

The abstract can be viewed at http://www.viveve.com/clinical/publications/

The poster can be viewed at http://www.viveve.com/news-events/events/

About Viveve™

Viveve is a privately held women's sexual health company based in Palo Alto, California. Viveve is a nonsurgical procedure for the medically recognized condition of post-birth laxity of the vaginal introitus. The Viveve system received a general 510(k) clearance from FDA in 2008. Further studies are planned prior to seeking regulatory clearance for the indication of post-birth laxity of the vaginal introitus to improve sexual function.

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.