



FOR IMMEDIATE RELEASE

DR. MICHAEL KRYCHMAN JOINS VIVEVE SCIENTIFIC ADVISORY BOARD

Global Leader in Women's Sexual Medicine

June 21, 2011 - Palo Alto, CA - [Viveve, Inc.](http://www.viveve.com) announced today that Michael Krychman, M.D., will be joining the company's Scientific Advisory Board, effective immediately.

"We're very pleased that Dr. Krychman has joined our Scientific Advisory Board," states Kerry Pope, President & CEO. "His commitment to improving women's sexual health and his global professional relationships will be of great value to our Board and to the company's continued progress."

Dr. Krychman is Executive Director, President and CEO of the Southern California Center for Sexual Health and Survivorship Medicine, and Medical Director of Sexual Medicine at Hoag Memorial Presbyterian Hospital in the Department of Obstetrics and Gynecology in Newport Beach, CA.

As a doctor of sexual medicine, board-certified obstetrician and gynecologist, and a clinical sexual counselor and author, Dr. Krychman has devoted his career to helping patients and their partners experience a higher quality of physical intimacy. He is a member of the American College of Obstetrics and Gynecology, the International Society for the Study of Women's Sexual Health, the International Society for Sexual Medicine, the European Sexual Medicine Society, and the International Society for Sexual Medicine Standards Committee.

"Women's sexual health is vitally important and I have dedicated my professional career to this field," said Dr. Krychman. "Viveve is developing the first non-surgical medical procedure to address vaginal laxity, a condition resulting from a variety of medical conditions in women, including vaginal childbirth. This procedure can help restore physical sensation during intercourse and improve her overall sexual satisfaction. Viveve's commitment to women's sexual health, their dedication to professionalism and strong sense of duty is exciting. I am honored to work along side the other Board members and the Viveve team to advance this endeavor."

The Viveve Scientific Advisory Board consists of Dr. Sandra Carson, Dr. Bertha Chen, Dr. Sheryl Kingsberg, Dr. Leah Millheiser, and Dr. Rachel Pauls, in addition to Dr. Krychman.

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 non-surgical procedure of post-birth laxity of the vaginal introitus, a medically recognized quality of life condition. It is currently not available for sale in the U.S.

The company's Series A financing was led by GBS Venture Partners and 5AM Ventures. For more information, visit www.viveve.com or contact Sherree Lucas at 650-321-3332 ext 213.