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**WOMEN'S SEXUAL HEALTH COMPANY CHANGES NAME
IN PREPARATION FOR MARKET ENTRY**

TivaMed Becomes Viveve

November 9, 2009 -- Palo Alto, Calif., -- Women's sexual health company, TivaMed, today announced it has changed its name to Viveve as it prepares for a 2010 launch of its Viveve system to OB/GYNs in select U.S. markets.

"Viveve is a name that we believe captures the essence of our company focus on women's sexual health," said Kerry Pope, Viveve's president and chief executive. "Viveve exists for the sole purpose of helping women restore their sense of fulfillment and sexual satisfaction to the level that they enjoyed prior to giving birth."

The company has developed the Viveve procedure, a quick and painless nonsurgical treatment for women who have experienced vaginal looseness and loss of physical sensation that is common to many women after vaginal childbirth. The Viveve procedure uses radiofrequency energy to stimulate the body's natural collagen rebuilding process at the vaginal opening. Viveve has been shown in a clinical study to increase a woman's feeling of vaginal tightness and improve her sexual satisfaction during vaginal intercourse.

Research has shown that many women experience a feeling of looseness and a loss of physical sensation following vaginal childbirth; however, the condition is vastly underreported according to a recent study of more than 500 practicing OB/GYNs.^{1,2}

"The problem is two-fold. Most women are uncomfortable speaking with their physicians about vaginal laxity and many physicians feel awkward bringing up this subject in fear of offending women. Many are not fully aware of treatment options that are available," said Sandra Carson, MD, chief of Reproductive Endocrinology at women and Infants Hospital at Brown University. "I expect the Viveve procedure will provide a catalyst for a conversation between patients and their physicians about vaginal laxity."

The Viveve system received a general 510(k) clearance from FDA in 2008. Further studies are planned prior to seeking additional clearances. Three-month follow up results from Viveve's first-in-women trial will be presented later this month at the AAGL annual meeting, November 15 – 19 in Orlando, Florida.

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.

About 5AM Ventures:

Founded in 2002, 5AM Ventures makes seed and early-stage investments in next-generation life science companies, taking a focused, hands-on approach to company building. The 5AM portfolio is diversified among innovative platforms, spinouts from established biotechnology and pharmaceutical companies, and companies developing near-term products. For more information about 5AM Ventures, please visit www.5amventures.com.

About GBS Ventures:

GBS Venture Partners (GBS) is a leading life science venture capital firm founded in 1996. GBS invests in young businesses developing and commercializing products which, when combined with the right management and finance, will make a significant difference to patients' lives and deliver financial returns for our investors. For more information about GBS, please visit www.gbsventures.com.au.

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Barrett G. et al, Women's Sexual Health after Childbirth, British Journal of Obstetrics and Gynaecology, 2000, 107 (2) PP 186-195

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