

September 5, 2013

Solta Medical, Inc.
Attn: Members of the Board of Directors
25881 Industrial Boulevard
Hayward, CA 94545

Ladies and Gentlemen:

This is my second letter to the board. My first letter went without response or acknowledgement, as did several calls to both Mark Sieckarek and Jack Glenn. I interpret this as further evidence of your unwillingness to properly perform your duties. The Chairman believes hiring a replacement for Stephen Fanning and some marketing tweaks are sufficient. I suggest a bolder strategy is now required. Yes, this may result in some uncomfortable moments in your board meetings but your duties require you to be skeptical of the strategy being presented to you by a Management that has continually failed in its efforts to turn the company around.

I recently listened to Mr. Sieckarek's presentation at the Canaccord Growth conference on August 15, 2013. I had a particular issue with slide 24 where Mark disclosed: "leverage potential". Mark stated that when doing \$185M in sales, Solta Medical will generate \$0.23/share of net income. This is exactly what I imagine he presented to this board as reason to either over inflate the true value of the company, to not sell the company and/or reason to continue as an ongoing stand-alone entity. More concerning is the fact that Mr. Sieczkarek is presenting these figures as the interim CEO, the "want to be" CEO (in my opinion), as well as Chairman of the Board, which is an obvious conflict of interest. Per my original letter where I described my personal experience with another company (which resulted in my filing of a 13D with the SEC), this is sadly an almost identical action to what I would expect from another entrenched Management team attempting to further their self serving interests at shareholder expense without challenge from independent directors.

Rather than argue my belief that these figures are completely inaccurate, I will leave this to the professional analysts that cover the company. Your analysts forecast that next year you will do just over \$183M, and yet make only \$0.06/share based on the same accounting principles. I don't think I would be out of line to call that a major difference from \$.23/share!

Since nobody at the company would take the time to discuss this with me directly, I took it upon myself to speak to several of your analysts. Not one of them had a basis to support these numbers and had no plans to change their forecasts. Their opinions of the company and the Management are consistent with mine; while the company prospects are positive, there is a seeming inability to execute on them properly. Looking back at these numbers, I think they are unrealistic and

frankly question whether there is any reasonable basis for them. I also question why such an important projection was made public only at this conference when it is so obvious it has never been publicly discussed elsewhere, disclosed to the shareholders or filed with the SEC. This is guidance that if it were realistic, should have been discussed on the quarterly conference call to excite the general public about a stellar 2014 to look forward to, and filed with the SEC.

As the analysts, shareholders, attendees at the presentation, and general public do not believe these numbers (stock down approximately 4% since presentation), I can only hope you are not blinded to the reality everyone else has seen in the past and lack of any measurable change to positively effect trends for the future. In my first letter to you I described why we no longer have the luxury to "wait and hope" that future earnings trend will be different than past trends. This economy, both in the U.S. and internationally, remains far too fragile to bear false hope on the same people with the same theories and plans to change the dynamics and future results. This board needs to weigh the risk exposure by continuing along the same failed course of action at shareholder expense. More disappointing to all at the conference was that there was no mentioning the fact that the company has the "mechanisms to explore strategic options" (as stated "somewhere" in the quarterly press release). Announcing that this strategy will be formally explored by no means indicates the company is desperate for a sale, but simply that it continues to remain undervalued and in order to maximize shareholder value, the board feels it is in the best interest to explore its' options. The numbers presented at the conference in my opinion are actually extremely low when in the hands of many suitable acquirers.

This company cannot and should not wait and hope to see if you can correct years of failed efforts to create value for your shareholders. Not only do I personally think this is exercising bad business judgment, but much of the investment community feels the same. They fear exactly what I fear, that there is the chance of continuing operational loss (for internal reasons or circumstances outside company control) as opposed to planned profit. This would financially stretch this company too far which could result in either negotiating the sale of the company from a weak position, or a costly attempt to raise capital at levels further depressed from where you already have us today. While this may or may not be the case, it is your responsibility to mitigate our risk. This is coming from Wall Street professionals, as well as your shareholders. At what point will you recognize you are placing your shareholders and employees in further danger each and every day you do not form a special committee, hire a professional M&A bank, and announce that to maximize shareholder value you will explore strategic alternatives? The company's history does not provide confidence that the Chairman's business as usual strategy will succeed. I will remind you all again that you have a fiduciary responsibility to use your best business judgment to protect the company and your shareholders.

The obvious remaining factor that keeps everyone positive on the company is

that it is extremely undervalued with regard to its' product lines, the scalability in the hands of a larger firm, and demand and growth of the aesthetics sector, as well as the margins for profitability. I have reached out to both colleagues in the medical field, as well as the investment community, and have confirmed there would be significant interest from private equity, foreign investment from places like China, and the obvious competitors that could take this company to levels never seen or within reach with the current Solta team and strategy in place. There is a history of successful acquisitions in your industry, and the time has come to hand Solta Medical off to a company or group that can take this company, the products, and its employees to the next level of success.

In closing, it is in the best interest of shareholders to explore the potential sale of Solta Medical, Inc. Companies that are looking to make acquisitions through full or partial methods of debt financing are extremely aware of the changing economic climate and rise of interest rates now, and going forward. The window for some suitors may be closing should you continue to neglect your responsibilities to maximize shareholder value immediately. The action of the stock and your lack of action, is extremely telling, so this is not just my opinion. The fact that an insider purchased shares recently tells me the trading window is open, and you are doing nothing to pursue positive action on our behalf. If you continue to be unwilling to protect us and want to continue to ignore your fiduciary responsibility, I suggest you step down from your duties to shareholders in order to prevent further loss. The significant defeat of the proposed increase in the authorized share count of Solta Medical on June 5, 2013 is clear evidence that shareholders have no confidence in this board. Your sole purpose is to serve shareholder needs and immediate bold action on our behalf is required now.

Of course, you and your management team are certainly allowed to purchase the company on your own accord if you are so inclined to ignore your shareholder requests and needs. In fact, most would welcome your offer measured along side with the others!

Respectfully,

David Callan
Private Investor

Cc: Joel Bernstein, Esquire