



Rainmaker Realigns Client Services to Form a New Strategic Group to Drive Higher e-Commerce Sales for its Business-to-Business Clients

Names new VP of Client Revenue Optimization

Campbell, Calif., April 20, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of cloud-based B2B online selling solutions that drive higher customer acquisition, renewals, and subscription sales for clients and their channel partners, today announced the realignment of the Client Services group to ensure clients benefit from Rainmaker best practices and unique cloud based e-commerce technology. As part of this strategic realignment of resources, Rainmaker has formed the Client Revenue Optimization group, formerly known as Clients Services. The focus of the new group is to cohesively align client strategy with internal resources and best practices to ensure continued client revenue growth and overall client satisfaction.

The Client Revenue Optimization (CRO) group is tasked with traditional client services functions as well as creating a center of excellence for all of our clients which defines and drives internal and external adoption of Rainmaker best practices in the area of B2B e-commerce. The CRO team works to deliver all functional aspects of Rainmaker's core business offerings as well as to work hand in hand with business owners and client stakeholders to provide insight and intelligence to make efficient business recommendations and strategic decisions.

By aligning our practices with this enhanced team, Rainmaker delivers a solid foundation for our clients to reach their mid-market business customers in a cost effective, efficient and streamlined process that delivers increased client revenue. Rainmaker is uniquely positioned to be able to help companies maximize online sales and renewals and leverage industry trends beginning with product introduction throughout the buying process and later through the renewal process.

Pamela Baker, the new VP of Worldwide Client Revenue Optimization, has 20+ years experience as a successful team builder and organizational leader with a proven track record for revenue growth and quality improvement. Ms. Baker specializes in high level strategy that drives business results and builds high performance teams, while leading client-focused operations in a global setting. Prior to Rainmaker, Ms. Baker was a Sr. Management Business leader for a list of distinguished online technology companies including: Cisco, Sun Microsystems and Apple.

Tom Venable, Rainmaker's Senior VP of Worldwide Sales and Marketing commented, "We are very excited to welcome Pamela Baker to Rainmaker to lead our Client Revenue Optimization team. Pamela brings substantial client and process management experience to Rainmaker and will focus on growing revenue for our clients and enhancing their satisfaction. As we extend our reach in the global marketplace, we are very focused on enhancing the revenue opportunity for our

existing clients with a core focus on best practices and business intelligence to capture the significant market opportunity we see ahead in the B2B e-commerce market.”

The Rainmaker solution combines cloud-based e-commerce solutions for online sales enhanced by global sales agents to drive additional revenue, increase client satisfaction and deliver maximum revenue while increasing ease of doing business at each phase of the customer buying cycle.

A key aspect of this enhanced solution is to provide our clients a way to partner with Rainmaker on a scalable, repeatable and predictable online sales model. This enables our clients to turn every customer contact into revenue generating opportunities while simplifying otherwise complex sales and marketing needs. Rainmaker operates as a seamless extension of our clients’ sales and marketing teams incorporating their brands and leveraging best practices to amplify existing efforts.

Pamela Baker, Rainmaker’s new VP of Worldwide Client Revenue Optimization, commented, “Rainmaker has partnered with many Fortune 500 companies as a strong global leader in cloud based revenue solutions and is positioned with the right management team, the right solutions and the right technology to make a significant impact in the B2B e-commerce space. I am very excited to be part of the Rainmaker team.”

For more information on Rainmaker products and solutions, visit <http://www.rainmakersystems.com/solutions>.

About Rainmaker

Rainmaker Systems, Inc. is a leading global provider of cloud-based B2B selling solutions that drive higher customer acquisition, renewals, subscriptions and education sales for clients and their channel partners. Rainmaker provides these services on a consistent, global basis supporting multiple currencies and language capabilities. For more information, visit <http://www.rainmakersystems.com> or call 800-631-1545.

NOTE: Rainmaker Systems, the Rainmaker logo, and Sunset Direct are registered with the U.S. Patent and Trademark Office. All other service marks or trademarks are the property of their respective owners.

This press release contains forward-looking statements regarding future events. These forward-looking statements are based on information available to Rainmaker as of this date and we assume no obligation to update any such forward-looking statements. These statements are not guarantees of future performance, and actual results could differ materially from current expectations. Among the important factors which could cause actual results to differ materially from those in the forward-looking statements are our client concentration, as we depend on a small number of clients for a significant percentage of our revenue, the possibility of the discontinuation and/or realignment of some client relationships, general market conditions, the current difficult macro-economic environment and its impact on our business, as our clients are reducing their overall marketing spending and our clients’ customers are reducing their purchase of services contracts, the high degree of uncertainty and our limited visibility due to economic conditions, our ability to execute our business strategy, our ability to integrate acquisitions without disruption to our business, the effectiveness of our sales team and approach, our ability to target, analyze and forecast the revenue to be derived from a client and the costs associated with providing services to that client, the date during the course of a calendar year that a new client is acquired, the length of the integration cycle for new clients and the timing of revenues and costs associated therewith, our ability to expand our channel hosted contract solution and drive adoption of this solution by resellers, potential competition in the marketplace, the ability to retain and attract employees, market acceptance of our service programs and pricing options, our ability to maintain our existing technology platform and to deploy new technology, our ability to sign new clients and control

expenses, and the financial condition of our clients' businesses, and other factors detailed in the Company's filings with the Securities and Exchange Commission, including our filings on Forms 10-K and 10-Q.

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