



Rainmaker Announces Expansion of Agreement for a major Infrastructure Software Client to include European Countries

Campbell, Calif., March 3, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of cloud-based B2B selling solutions that drive higher customer acquisition, renewals, subscriptions and training sales for clients and their channel partners, today announced that a major infrastructure software client has expanded its agreement to include regions in Europe.

This client has a complex product suite which requires a longer than average sales cycle and consistent follow up. The client initially deployed Rainmaker's services in North America, had one expansion to the contract within North America and has now expanded its agreement to include multiple countries in Europe as the client's second contract expansion. The latest contract expansion is for an initial term of one year.

Rainmaker CEO Michael Silton commented, "We are very pleased to be awarded this expansion, reflecting the proven ability of our unique solution that combines B2B online sales and global sales agents to help companies drive more revenue. As the industry continues to mature, the trend we are seeing from large companies is to utilize best practices in a consolidated fashion across multiple countries and continents to deliver simple solutions our client's customers have come to expect. This contract expansion is an excellent example of how the trend will quickly become the norm. "

The unique combination of, global online selling and sales agents allows Rainmaker to efficiently sell into their Client's hard to reach middle market while supporting a cloud-based, multi-channel strategy. Many companies are working with multiple vendors or internal solutions that lack integration to support their global sales efforts. This results in lost revenue opportunities. Rainmaker's distinct advantage is its simple, integrated, global solution. An additional benefit of the Rainmaker solution is Rainmaker's commitment to become a partner not simply a vendor, able to turn basic customer contact points into revenue generating opportunities while simplifying otherwise complex sales and marketing needs to drive global revenue growth.

Learn more about Rainmaker's client's success by visiting us at www.rainmakersystems.com.

About Rainmaker

Rainmaker Systems, Inc. is a leading global provider of cloud-based B2B selling solutions that drive higher customer acquisition, renewals, subscriptions and training 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 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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