



## **Rainmaker Signs New Client, Infoblox, to three-year agreement for E-commerce Cloud-Based SaaS Solution to Drive Incremental Education Revenue**

**Campbell, Calif., March 15, 2011** – Rainmaker Systems, Inc. (NASDAQ: RMKR), 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, today announced it has signed a three-year agreement for customer education sales with a new client, Infoblox, Inc., a leading developer of network infrastructure control solutions.

Under the program, Infoblox will utilize the Rainmaker Transact e-commerce solution to support all aspects of Infoblox's blended combination of instructor led, virtual and self-paced e-learning customer and partner training programs in North America, EMEA, and Asia-Pacific. Transact delivers a simple, global, online, cloud-based solution for selling and managing products and services specifically into the B2B mid-market.

The Transact e-commerce solution recently launched the addition of the “all you can learn” subscription model, which enables customers to purchase access to as much training as they can gain during the course of a single year. From a revenue perspective, this enhancement enables sales people to systematically add training onto existing orders without the need for knowledge of the course materials. For the end user, this enhancement allows access to all training modules at their own convenience. Transact also handles automatic certification. End users are emailed certifications within 24-hours of the completion of the required courses.

Rainmaker CEO Michael Silton commented, “The Rainmaker Transact solution is the right fit for companies that manage training for customers and partners as a line of business that need to utilize best practices in a consolidated fashion across multiple countries and continents. We are delighted to engage with Infoblox as a new client and be awarded this three-year agreement to support their customer education initiatives and help them drive the most revenue from the sales of their training programs.”

For more information about Transact or other Rainmaker B2B selling 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 [www.rmkr.com](http://www.rmkr.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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