



Rainmaker's e-Commerce Solutions Include Improved Services Designed to Enhance Each Phase of the B2B Buying Cycle

Driving Higher Customer Acquisition, Renewals, and Subscription Sales
for our Business to Business Clients

Campbell, Calif., March 31, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of cloud-based B2B selling solutions that drive higher customer acquisition, renewals, and subscription sales for clients and their channel partners, today introduced an enhanced alignment of the core e-commerce based selling solution to include services that facilitate the B2B online buying cycle. These services map seamlessly with standard sales strategies and process that the majority of companies utilize to drive revenue when selling to other businesses.

With this enhanced solution, Rainmaker delivers a solid foundation for its clients to reach their mid-market business customers while taking advantage of a major trend in online selling taking place within the B2B marketplace today. The convenience, simplicity and immediacy of buying online that consumers are experiencing on their devices are driving the expectations of business customers and the increased demand for online B2B transactions. Rainmaker is uniquely positioned to be able to help companies address these challenges and new trends beginning at the time a business customer is introduced to a product throughout the buying process and later into renewal.

Rainmaker CEO Michael Silton commented, "The Rainmaker cloud-based e-commerce solution enables companies to deliver this 'app-store' like experience to business customers enabling them to buy products in the same way business buyers expect to buy online today regardless of how complicated the configuration or pricing. Our solution can accommodate traditional business buying process needs such as trials, quotes and placing an order by corporate credit card or purchase order. Business customers expect this simplified buying process whether they are in Singapore, New York, Rio or London."

This unique solution combines cloud-based online lead nurturing with self-service online sales enhanced by global sales agents to drive additional revenue, increase customer satisfaction and deliver maximum revenue while increasing ease of doing business at each phase of the customer buying cycle. The Rainmaker state-of-the-art B2B solution includes:

- **Cultivate:** utilizes our clients' existing marketing activities to educate, develop, score and qualify potential customers while increasing overall interest or demand for our clients' products and services

- Transact: streamlines product, maintenance and training sales through our e-commerce platform that is enhanced by global sales agents to assist our clients' buyer in purchasing complex technology products or services
- Renew: delivers lost revenue through maximizing the lifetime value (LTV) of our clients' business customers by generating higher renewal rates, reactivations and winback opportunities and increasing visibility into renewal business opportunities

A key aspect of this enhanced solution is to provide our clients a way to partner with Rainmaker on a scalable, repeatable and predictable 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 trademarks and leveraging best practices to amplify existing efforts.

Terry Lydon, Rainmaker's VP of Product, commented, "We are very excited to deliver additional services that will enable our clients to deliver online selling in a streamlined fashion business customers have come to expect. Rainmaker is committed to increasing revenue for our partners and these services are at the heart of driving value in the B2B e-commerce market."

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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