



Rainmaker Focuses on Delivering Revenue for Global B2B e-Commerce Clients Serving the SMB Market

Launches New Website in Support of Strategic Vision

Campbell, Calif., May 11, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of B2B e-commerce solutions that drive online sales and renewal for products, subscriptions and training for our clients and their channel partners, today announced the launch of their new corporate website. The new corporate website is the next step in the natural progression of Rainmaker’s exciting new strategy.

Rainmaker recently announced the realignment of its core solutions to match the phases of the B2B online buying cycle and the formation of the Client Revenue Optimization team, formerly known as Client Services, to deliver a solid foundation for its clients to reach their mid-market business customers in a cost effective, efficient, and streamlined process that delivers repeatable and consistent revenue streams. It is in support of these recent company updates that Rainmaker launched the new and improved corporate website to reflect the updates to the company’s core offerings. The new website is focused on clearly defining Rainmaker’s e-commerce solutions, speaking to potential clients in the way they look to buy and to showcase Rainmaker’s ability to provide global agents to assist in the on-line selling process.

Recognizing the huge opportunity present in the current B2B e-commerce marketplace, Rainmaker’s new leadership has shifted the company’s focus to enhance incremental revenue at all stages in the buying cycle. The convenience, simplicity and immediacy of buying online that consumers are experiencing on their personal devices is driving the expectations of business customers and significantly increasing the demand for streamlined online B2B transactions.

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. The 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.

Pamela Sziebert, Director of Marketing, commented, “I am excited to have a website in place that clearly reflects the capabilities of Rainmaker’s global e-commerce solutions. Rainmaker is trusted

to maintain and represent our client's brands and it is rewarding to showcase our own brand as well from time to time."

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 B2B e-commerce solutions that drive online sales and renewal for products, subscriptions and training for our clients and their channel partners. Rainmaker provides these solutions on a consistent, global basis supporting multiple payment methods, currencies and language capabilities. For more information, visit <http://www.rainmakersystems.com> or call 800-631-1545.

NOTE: Rainmaker Systems, the Rainmaker logo, 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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