**Rainmaker Names Thomas Venable Senior Vice President of Sales and Marketing**

*Senior sales veteran brings more than 20 years of experience with focus on e-commerce sales*

**Campbell, Calif., January 6, 2011** – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of e-commerce solutions and telesales services that drive more revenue for clients and their channel partners, today announced the appointment of Thomas Venable as Senior Vice President, Sales and Marketing.

Mr. Venable brings more than 20 years of experience driving revenue growth for companies with software, e-commerce and Internet business models. He reports directly to Rainmaker CEO Michael Silton and is responsible for Rainmaker's sales and marketing organizations.

"I'm very pleased to welcome Tom to Rainmaker as he brings proven sales leadership and execution skills, having generated substantial revenue growth for the e-commerce companies he has served," said Mr. Silton. "Tom will have a major leadership role at Rainmaker as we continue to grow our B2B e-commerce business and help our clients meet their revenue objectives."

Mr. Venable commented, "I am very excited to join Rainmaker and look forward to driving growth of our business-to-business e-commerce and telesales business, which I believe represents an even larger market opportunity than the business-to-consumer e-commerce marketplace. Rainmaker's unique ability to blend cutting edge commerce technology, real people on the phone and industry best practices puts us in a tremendous position to help our clients grow their business, and thus grow our own business."

Prior to joining Rainmaker, Mr. Venable served as senior vice president and chief revenue officer at Incentium, a leading solutions-based corporate incentive company. He has also served for over six years as a senior sales executive with global e-commerce solutions provider Digital River, Inc., most recently from January 2009 to January 2010. From 2002 to 2007, he served at Digital River as senior vice president, sales and business development, directing new client acquisition, business development and revenue generation organizations in software and retail verticals.

**About Rainmaker**

Rainmaker Systems, Inc. is a leading global provider of e-commerce solutions and telesales services that drive more revenue for clients and their channel partners. Rainmaker provides subscription and service contract renewals, robust e-commerce solutions, lead

development, training sales, and call center services. Rainmaker provides these services on a consistent, global basis supporting multiple currencies and language capabilities. For more information, visit 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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