



Rainmaker Signs Ariba as New Client for Customer Education Sales

Company to deploy ViewCentral SaaS ecommerce solution to support Ariba's customer education sales programs in North America and EMEA

Campbell, Calif., January 6, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of ecommerce solutions and telesales services that drive more revenue for clients and their channel partners, today announced it has signed an agreement to deploy its SaaS ecommerce solution for customer education sales with a new client, Ariba, Inc., the leading provider of collaborative business commerce solutions.

Under the program, Rainmaker will deploy its ViewCentral SaaS ecommerce solution for selling and managing customer education revenue to support all aspects of Ariba's customer training programs in North America and EMEA.

Rainmaker's CEO Michael Silton commented, "We are delighted that Ariba has chosen our industry leading ViewCentral SaaS ecommerce solution to support their education initiatives. ViewCentral automates the online sales, marketing and administration of classes, helping our clients to generate significantly more customer education revenue and product awareness from their training, events and webinar programs, leading to higher ROI."

About Rainmaker

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