



Rainmaker Signs Three New Cultivate Clients

Campbell, Calif., August 4, 2011 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of B2B e-commerce solutions that drive online sales and renewals for products, subscriptions and training for our clients and their channel partners, today announced three new clients utilizing the Rainmaker Cultivate solution to deliver sale ready customers to clients' inside sales organizations with global deployments across North America and EMEA while supporting native languages. For these programs, the Rainmaker Cultivate Solution is being used to score, qualify, and deliver sale ready leads on behalf of companies in the high tech manufacturer, information security and medical industries.

Rainmaker was chosen for its unique combination of global online selling and sales agents which allows Rainmaker to efficiently sell into their client's hard to reach middle market while supporting a cloud-based, multi-channel strategy. Many companies are working with multiple vendors or internal solutions that lack integration to support their global sales efforts. This results in lost revenue opportunities. Rainmaker's distinct advantage is its simple, integrated, global solution. An additional benefit of the Rainmaker solution is Rainmaker's commitment to become a partner not simply a vendor, able to turn basic customer contact points into revenue generating opportunities while simplifying otherwise complex sales and marketing needs to drive global revenue growth.

Michael Silton, Rainmaker's CEO, commented, "Rainmaker is committed to partnering with our clients to enable them to meet their business objectives through a refined, scalable business process which combines global sales agents with technology to improve global sales."

Rainmaker is focused on enhancing incremental revenue at all stages in the B2B e-commerce buying cycle. The Rainmaker Cultivate Solution delivers best in class chat and call-me-now options, combined with the latest marketing automation technology, to dramatically increase the conversion of current website traffic (or trial downloads) into qualified pipeline leads. The simplified widget makes getting the right information quick and easy while global support means service is delivered in all the languages and time zones wanted and needed. These features, combined with marketing automation technology, allows Rainmaker to track end users on your website and use your existing marketing activities to educate, develop, score and qualify potential customers through proprietary rule sets.

For more information on Rainmaker products and solutions, visit <http://www.rainmakersystems.com/solution>.

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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