



**Rainmaker Releases B2B e-Commerce Adoption Study
in Conjunction with BtoB Magazine**
New Study Names B2B e-Commerce as a Key Emerging Online Channel

Campbell, Calif., November 9, 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 clients and their channel partners, today reported that a new study in conjunction with BtoB Magazine names B2B e-commerce a significant emerging online channel. According to the study, “Growth in B2B e-commerce will be fueled by two benefits: the offering of a new sales channel and the immediacy that B2B e-commerce provides.”

BtoB Magazine conducted the study on B2B e-commerce adoption. The study found that B2B e-commerce is expected to grow significantly in the next several years due to the convenience and immediacy experienced in the B2C marketplace, and goes on to detail the significant opportunity for growth in the B2B e-commerce marketplace and why this new channel is so powerful. This study was sponsored by Rainmaker.

Rainmaker will be hosting a webinar to further discuss the future of B2B e-commerce on Thursday, November 10, 2011, at 11:00 am PST. The webinar will be co-hosted by John DiStefano, Research Director at *BtoB* Online who conducted the B2B e-commerce study. This webinar will further discuss:

- The opportunity for revenue growth in B2B e-commerce
- What makes this new channel so powerful
- What is the B2B e-commerce value proposition

To register for the webinar, visit us at: www.rainmakersystems.com/references.htm

Rainmaker is focused on enhancing incremental revenue at all stages of the B2B e-commerce buying cycle. 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.

To learn more about the Rainmaker e-commerce platform, visit us at <http://www.rainmakersystems.com>.

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, our ability to raise additional equity or debt financing, 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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