



Rainmaker's B2B e-Commerce Solution Delivers Increased Revenue for Several Major Software Publishers

Company Names Seasoned e-Commerce Veteran as New VP of Product Management

Campbell, Calif., August 24, 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 clients utilizing the Rainmaker B2B e-commerce solution are realizing a substantial increase in revenue year-over-year.

Rainmaker currently has many clients utilizing its B2B e-commerce solution to generate increased revenue for online sales, subscriptions and training serving the global marketplace. For example, one of Rainmaker's clients has increased revenue by over 30% year-over-year. The Rainmaker e-commerce solution, which delivers a unique combination of global online selling and sales agents, allows Rainmaker to efficiently sell into their clients' hard to reach small to medium sized business customers while supporting a cloud-based, multi-channel strategy. The solution is deployed on a global basis with the ability to transact in 28 languages and 41 currencies.

Michael Silton, Rainmaker's CEO, commented, "Today everyone expects to be able to download software and subscriptions quickly and easily from an "app store." This new expectation is driving business buyers to demand the same for their business purchases. Rainmaker delivers a simple, effective, global solution that allows business customers to get their products, subscriptions, and training online. Our solution can accommodate traditional business buying process needs such as trials, quotes and placing an order by corporate credit card or purchase order. We are pleased to announce that our clients are realizing substantial revenue improvement with the Rainmaker e-commerce solution."

To further Rainmaker's e-commerce expertise, Rainmaker has named Kim Ohlrogge as VP of Product Management. Ms. Ohlrogge was formerly VP in charge of Product Management for Digital River, as well as Sr. Product Management leader for Sun Microsystems and Cisco. Ms. Ohlrogge has more than 15 years experience as an organizational leader with a proven track record for revenue growth and quality improvement in international product and service development organizations.

Tom Venable, Sr. VP of Worldwide Sales and Marketing commented, "We are very excited to welcome Kim Ohlrogge to Rainmaker to lead our Product Management team. Kim brings substantial technology and process management experience to Rainmaker and will focus on further technology enhancements that will ultimately grow revenue for our clients and enhance overall client satisfaction. As we extend our reach in the global marketplace, we are very focused on our ability to differentiate ourselves as the B2B e-commerce market leader and believe that Kim's expertise in the global B2B e-commerce marketplace will help us achieve our goals."

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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