



## Rainmaker to Announce Third Quarter 2011 Financial Results on November 14, 2011

**Campbell, Calif., October 17, 2011** – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading global provider of B2B e-commerce solutions that drive online sales and renewal for products, subscriptions and training for clients and their channel partners, will announce its third quarter 2011 financial results after the close of regular market trading on Monday, November 14, 2011. A press release will be transmitted to the news media immediately following the close of the market on November 14th. The Company will also hold a conference call to discuss the results at 1:30 p.m. Pacific Time (4:30 p.m. ET).

- What:** Rainmaker third quarter 2011 financial results conference call.
- When:** Monday, November 14<sup>th</sup> at 1:30 p.m. Pacific Time (4:30 p.m. ET).
- Webcast:** A live and archived webcast of the conference call can be accessed from the investors section of Rainmaker's website at [www.rainmakersystems.com](http://www.rainmakersystems.com).
- Dial In:** To access the live call, dial **(877) 941-9205** and request the "Rainmaker" call.
- Replay:** An audio replay of the conference call can be accessed at **(800) 406-7325**. The replay will be available starting two hours after the call and remain in effect for one week. The required pass code is **4481596#**.

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

### 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 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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