# Rainmaker Signs Leading Software Publisher to Drive Revenues via New B2B e-Commerce Store

**Campbell, Calif., August 11, 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 announced it has signed an agreement with a leading software publisher for a B2B e-commerce storefront.

Rainmaker was chosen to help this large software publisher launch its first B2B e-commerce storefront. This partnership will enable the clients' customers to purchase software directly through the e-commerce storefront on demand as well as simplify the conversion of trial downloads into software licenses. The Rainmaker e-commerce solution enables client control of the system content and pricing, is delivered on a revenue share model and is up and running quickly and seamlessly for immediate revenue generation.

Rainmaker CEO Michael Silton commented, "We are pleased to enable our client to launch their first B2B e-commerce storefront to better serve their customers' needs and ultimately increase revenue by simplifying the overall buying process. The convenience, simplicity and immediacy of buying online that consumers are experiencing in their personal life are driving the expectations of business customers and the increased demand for online B2B transactions."

The Rainmaker e-commerce solution delivers a solid foundation for clients to reach their small to medium sized business customers with cost effective online sales supported by global sales agents. Rainmaker is uniquely positioned to help companies maximize online sales results, beginning at the time a business customer is introduced to a product throughout the buying and renewal processes.

For more information on Rainmaker e-commerce solution, visit http://www.rainmakersystems.com/transact.

**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 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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