



Rainmaker Releases Latest Enhancement to B2B e-Commerce Solution
Unprecedented Client Control Now Available in SaaS Solution

Campbell, Calif., February 9, 2012 – 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 the newest enhancement to its B2B e-commerce solution, making it the only cloud solution capable of empowering users with the full control they need to drive increased online sales in a self-service fashion out-of-the-box.

The newest enhancement to Rainmaker's B2B e-commerce solution focuses on a number of key features aimed at empowering users with more control of their e-commerce environment. Features include the ability to change and update languages, payment types and currencies in addition to advanced administration rights such as the clients' ability to launch a new store. These advanced control features are in addition to the standard features expected in a SaaS e-commerce tool including the ability to update products and descriptions, coupons, and cross-sell and upsell capabilities. These new features offer clients ease of store administration, simplified ongoing maintenance and better reporting to technology companies focused on maximizing revenue through their online B2B store.

A recent study conducted by *BtoB Magazine* and commissioned by Rainmaker identified a real opportunity in the e-commerce market, "As B2B e-commerce moves to center of the purchasing stage, B2B companies need to create a bona fide B2B store online, featuring both a multi-channel approach and the kind of direct sales assistance that are not generally associated with B2C e-Commerce. The ability to control the store, channel-friendly direct selling and enabling various payment methods are just a few of the other characteristics that help to separate a B2B store, not just from the B2C space, but from direct competitors." Rainmaker believes these recent enhancements are the next generation in the store control necessary to take B2B e-commerce to the next level.

James Chung, Rainmaker's CTO, commented, "Rainmaker's SaaS approach to e-commerce puts control in our clients' hands, a key differentiator. We focus on delivering solutions that increase revenue and enable our clients' success. Our B2B e-commerce solutions provide our clients the foundation to succeed as B2B e-commerce continues to evolve."

The Rainmaker B2B e-commerce suite is a simple, integrated, global solution that marries B2B focused technology with business process and sales expertise. The Rainmaker solution specializes in efficiently selling into its clients' hard to reach middle market. Many companies are working with multiple vendors or internal solutions that lack integration to support their global sales efforts, resulting in lost revenue opportunities. For more information on Rainmaker e-commerce 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 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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