



## **Rainmaker Awarded Five-Year Contract Extension by Existing Software Client for Global B2B e-Commerce Sales**

**Campbell, Calif., January 11, 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 it has been awarded a five-year contract extension by an existing global B2B e-commerce client.

The client, who is a global leader in end-to-end business process management, extended their current B2B SaaS agreement to drive online sales revenue from their existing global customer and partner base. The new contract will expire in December of 2016.

Rainmaker CEO Michael Silton commented, “Our modern SaaS approach to e-commerce puts control in the hands of our clients and our unique B2B capabilities allow them to effectively increase revenue. This contract, which is our first five-year contract extension, reflects our proven ability to provide value for our clients on a global basis.”

The Rainmaker e-commerce solution suite 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 when needed. Rainmaker is uniquely positioned to help companies maximize online sales results beginning at the time a business customer is introduced to a product and continuing throughout the buying and renewal processes.

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, 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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