



**FOR IMMEDIATE RELEASE**

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**Rainmaker Appoints Steve Valenzuela Chief Financial Officer**  
*Seasoned Financial Executive Brings 25 years of High-Tech Experience*

SCOTTS VALLEY, Calif. – September 30, 2004 - Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, today announced the appointment of Steve Valenzuela as vice president of finance and chief financial officer, effective immediately. Valenzuela will be responsible for directing all aspects of the company's financial operations and investor relations.

"I am thrilled to welcome Steve to Rainmaker," said Michael Silton, chief executive officer. "Steve is a proven executive with strong financial leadership experience in high-growth companies. He has extensive public company experience and brings to Rainmaker a strong background in the areas of financial management, business development and corporate strategy. We look forward to adding his unique expertise and energy to our management team at this exciting time in Rainmaker's growth and development."

"Rainmaker has a proven business model and has demonstrated the value of its service sales programs across an impressive array of clients," said Valenzuela. "With such tremendous market opportunities ahead, I am excited to be joining the management team to help lead the company to its next level of success."

Before joining Rainmaker, Valenzuela served as the vice president of finance and CFO for the Thomas Kinkade Company, formerly Media Arts Group. Previously, Valenzuela

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held several CFO positions including PlanetRx, where he led a \$110 million IPO, and LinkExchange, where he negotiated an acquisition by Microsoft. Earlier in his career, Valenzuela held financial positions with high-tech companies such as Tandem Computers and Intel. Valenzuela holds an MBA from Santa Clara University and a BS degree in accounting from San Jose State University.

### **About Rainmaker Systems**

Rainmaker Systems is a leading outsource provider of sales and marketing programs for service contracts. Rainmaker's cost-effective programs generate service revenue and promote customer retention for its clients. Core services include professional telesales, direct marketing and hosted ecommerce. Additional services include customer database enhancement, CRM technology integration and order management. These services are available individually or as an integrated solution.

For more information, visit [www.rmkr.com](http://www.rmkr.com).

*Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of the Company. We wish to caution you that these statements involve risks and uncertainties and actual events or results may differ materially. Among the important factors which could cause actual results to differ materially from those in the forward-looking statements are general market conditions, unfavorable economic conditions, our ability to execute our business strategy, 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 client concentration given that the Company is currently dependent on a few large client relationships, 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, the possibility of the discontinuation of some client relationships, the financial condition of our clients' business and other factors detailed in the Company's filings with the Securities and Exchange Commission, including our recent filings on Forms 10-K and 10-Q.*

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