



**FOR IMMEDIATE RELEASE**

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**Rainmaker Announces New Board Member**

*Direct Marketing Expert to Join Leading Services Marketing & Sales Firm*

SCOTTS VALLEY, Calif. –October 6, 2004 – Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, today announced the appointment of Bradford Peppard to its board of directors. Peppard is a pioneer in direct, online, and installed base marketing of high technology products.

As president of Monogram Software, Peppard built a successful direct sales operation that was critical to the company's successful turnaround. He went on to found SoftMail Corporation, the first direct marketing agency specializing in installed base marketing for high-tech companies. Since then, Peppard has held vice president of marketing positions at Software Publishing, Quarterdeck, and Aladdin Systems.

Peppard has also been on a number of boards of both public and private companies. Peppard is currently on the board of Curatorial Assistance and Health For Life as well as the Stanford Business School Leadership Council and the Stanford Business School Alumni Association. Previously, he was also a board member of Oppenheimer Industries and Aladdin Systems. Peppard holds a BA from Amherst College and an MBA from Stanford University.

“I am delighted to have Brad join our board,” said Michael Silton, chief executive officer. “He is a pioneer and expert in direct marketing which is one of the primary components of Rainmaker’s service contract sales solution. Brad also has experience as a public company board member. I look forward to benefiting from his knowledge and experience in both areas to help drive Rainmaker’s continued growth and success.”

“Rainmaker has discovered the power of installed base marketing as an essential tool to maximize service revenue,” said Peppard. “It has proven the value of its services with a roster of world-class clients. I’m excited about the opportunity to work with Michael and the other board members to build on these key assets and enhance shareholder value.”

### **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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