



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Leslie Green  
Stapleton Communications  
650.470.0200  
[leslie@stapleton.com](mailto:leslie@stapleton.com)

**Rainmaker Returns as ITSMA Marketing Conference Sponsor**  
*Tenth Annual Gathering of Services Marketing Executives*

SCOTTS VALLEY, Calif., October 18, 2004—Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, today announced that it will sponsor the tenth annual Information Technology Services Marketing Association (ITSMA) Marketing Services conference to be held at the Charles Hotel in Cambridge, MA from October 18<sup>th</sup> to the 20<sup>th</sup>.

Rainmaker's sponsorship of ITSMA events is part of its commitment to developing and promoting industry best practices for services marketing and sales. The conference provides a forum for services marketing executives to discuss marketing strategies and tactics for technology services and solutions. The conference will also feature the presentation of the 2004 Marketing Excellence Awards. For more information about the conference, visit [www.itsma.com/conference](http://www.itsma.com/conference).

**About Rainmaker Systems**

Rainmaker Systems is a leading outsource provider of sales and marketing programs. 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)

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