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Rainmaker Announces Executive Promotion

Martin D. Hernandez Becomes President; CFO Search Underway

SCOTTS VALLEY, Calif. – April 21, 2004 - Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, announced today that Martin D. Hernandez has been promoted to president.

“Marty’s vision, leadership and management skills have been key to Rainmaker’s success in driving our productivity and achieving dramatic improvements in our financial results,” said Michael Sifton, chief executive officer. “Marty has implemented a solid infrastructure that has allowed us to grow our business efficiently, enhance the services we offer and maintain the highest level of quality for our clients. In his new position as president, Marty will take an increasing role in accelerating our growth and providing the leadership to achieve our mission to set the standard for the next generation of service sales. I am very pleased to recognize his contribution to Rainmaker and to work with him in this new capacity.”

“Rainmaker is at an exciting stage in our development where we have a solid financial infrastructure, a marketplace that is increasingly interested in the services we offer and a tremendous client base,” said Hernandez. “The expansion of my current role and the retention of a chief financial officer will allow me to direct more of my efforts on the

sales and marketing initiatives of our company. I am excited to spend more time developing client relationships, exploring new ways to expand our services offering and fortifying our position in as the market leader.”

Hernandez joined Rainmaker in October of 1999 as chief financial officer and was promoted to chief operating officer in August of 2000. Prior to joining Rainmaker, Hernandez held senior positions at Silicon Graphics, Inc., including director of finance, worldwide sales and marketing and director of finance and operations for the company’s Cosmo Software subsidiary. Previously, he was director of corporate planning/operations and investor relations for Meris Laboratories. Prior to Meris Laboratories, he was at Price Waterhouse LLP.

Rainmaker also announced today that it is actively recruiting a chief financial officer. Hernandez has continued to serve as chief financial officer since his promotion to chief operating officer.

About Rainmaker Systems

Rainmaker Systems is the 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 e-commerce. 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

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