



FOR IMMEDIATE RELEASE

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**Rainmaker Selected By Sony Electronics to
Support Sales of Broadcast and Production Products**

SCOTTS VALLEY, Calif. Apr. 27, 2004 - Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, announced today that it has been selected by Sony Electronics to provide its Contract Renewals Plus[®] (CRP) program for Sony's Broadcast and Production Systems Division.

Sony Electronics is a leading provider of content creation; optical, display and network; and professional audio, video and media products.

Under the new agreement, Rainmaker will help Sony deploy a complete sales and marketing solution for warranty conversions and contract renewals of Sony SupportNETSM service contracts. Rainmaker will also be contacting recent buyers of Sony products to offer premium services as an upgrade to the basic support service included in the original purchase.

Rainmaker's CRP program for Sony will include integrated direct marketing campaigns, professional telesales, online technologies and database services. Rainmaker will enable Sony customers to view service information and purchase contracts online via the CRP

Web site, or to contact a dedicated team of services sales representatives through Rainmaker's CRP Contact Center. In addition, Rainmaker will provide data analysis and management services that will segment and periodically update Sony's customer profiles.

Michael Silton, chief executive officer of Rainmaker stated, "Our expertise and service offering is an excellent fit for Sony's broadcast and production offerings and we look forward to providing them with the same compelling benefits that our other clients enjoy. We are especially pleased with our relationship with Sony because it represents an application of our services outside of our traditional hardware and software market. This agreement validates our view that Rainmaker services are applicable nearly anywhere a service contract is sold."

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

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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