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Rainmaker Launches Channel Program for Service Sales
CRP[®] Channel Program Helps Sell Services Through Channel Partners

SCOTTS VALLEY, Calif., May 10, 2004—Rainmaker Systems, Inc. (Nasdaq: RMKR) a leading outsource provider of sales and marketing programs for service contracts, today announced the launch of its CRP Channel program. Rainmaker's Contract Renewals Plus (CRP) service provides leading technology companies with a comprehensive solution that generates more service revenue, increases renewal rates on service contracts, sells additional products and licenses, and enhances customer relationships. CRP Channel, the newest addition to the CRP family, delivers these same benefits to companies that want to partner with their sales channel to increase service revenue.

“Rainmaker has a growing base of blue chip clients and a proven track record of delivering more services revenue, more efficiently on their behalf,” said Michael Siltan, chief executive officer of Rainmaker. “With CRP Channel, we are expanding our proprietary technology and demand generation expertise to overcome the challenges companies face when selling services through a distribution channel. Many technology companies have significant channel sales programs for their products, but their channel partners don't have the technology and expertise to manage the more complicated process of selling and renewing services. Our CRP Channel program delivers everything the channel needs to maximize service sales – resellers give us their customer and service

contract data and we do the rest. The CRP Channel program is a win-win-win solution for our clients, their channel partners and the end customers.”

CRP Channel Program

The CRP Channel Program gives resellers the full power of Rainmaker’s specialized service sales technology and process expertise, including sophisticated data mining to uncover missed revenue opportunities, strong brand promotion through professional marketing campaigns, highly responsive customer assistance delivered by our service sales contact center, service contract management websites for customer convenience, invoicing and collection services along with detailed results reporting.

Silton concluded, “We’re very excited about the opportunity to help our clients strengthen their channel relationships and drive incremental services revenue. A large percentage of technology products are sold through the channel, and now the CRP Channel program will help achieve the same results for the services that support those products.”

Pricing and Availability of CRP Channel

Rainmaker CRP Channel is available now. Pricing, which includes pay-for-performance and fee-based options, varies depending on the services selected.

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 and their channel partners. 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

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