

Rainmaker Announces Executive Management Additions

The Appointments of Ritch Haselden and Eric Anderson Signifies Company's Focus on Growing Service Sales Business

Campbell, Calif. – May 2, 2006 – Rainmaker Systems, Inc. (NASDAQ: RMKR), a leading outsource provider of sales and marketing services, today announced the appointment of Ritch Haselden as Vice President and General Manager of Client Services, and the addition of Eric Anderson as Vice President of Service Sales. Both Haselden and Anderson bring significant expertise in software subscription, warranty, and service sales business programs.

“We are very excited to have Ritch and Eric join Rainmaker’s executive management team,” said Michael Silton, CEO of Rainmaker Systems. “Ritch brings tremendous business and management experience and has a proven track record for successfully motivating sales teams to achieve maximum results. His appointment to the executive team, alongside our other existing client-focused general managers, will continue to strengthen our ability to grow revenue and profits from our relationships with our current clients.”

“We are also thrilled to welcome back Eric to Rainmaker into his new role as Vice President of Service Sales,” continued Silton. “Eric brings a deep understanding of the market place today, and will enable us to maximize our exposure into key verticals. “

Executive Biographies

Ritch Haselden, Vice President and General Manager, Client Services

Haselden brings more than 18 years of leadership experience with a special focus on service sales and subscription contract renewal programs. Prior to re-joining Rainmaker in February 2005, his most recent assignment was at Encover where he was responsible for Client Services. Haselden also held senior positions at Fortune 100 companies including Bell South, SBC, and Apple.

In his previous tenure with Rainmaker, Haselden led program development in the areas of Sales Management, Client Operations, and Business Development. He was instrumental in the success of several key client programs, which became the foundation of Rainmaker’s current channel management solutions strategy. Today, as Vice President and General Manager of Client Services, Haselden is responsible for delivering service contract solutions to several of Rainmaker’s significant clients. In addition to focusing on client satisfaction he also has profit and loss responsibility for those relationships and the execution on those services.

Eric Anderson, Vice President of Service Sales

Anderson brings more than 15 years of service sales experience and had originally joined Rainmaker in 1995. During that time, Anderson led the company’s efforts in various sales capacities, including Vice President of Inside Sales, Corporate Sales, and Business Development. Since leaving Rainmaker, his most recent assignment was Vice President of US Sales for Encover. Earlier in his career, Anderson was responsible for distributor sales for Arrow Electronics.

Anderson re-joins Rainmaker in the role of Vice President of Service Sales. He will have responsibility for leading the company’s corporate sales team in acquiring and expanding new and existing clients in the offerings of service, subscription and warranty sales programs. “I am personally thrilled to be re-joining Rainmaker at a very exciting time for the company,” said Anderson. “Rainmaker has a unique offering, blue-chip customers, and a tremendous market opportunity. I am looking forward to contributing to the continued success of the company.”

About Rainmaker Systems

Rainmaker Systems, Inc. is a leading provider of business-to-business sales and marketing services, leveraging integrated telesales, marketing, web technologies, and data analytics to achieve higher revenue for clients. Our core activities include lead qualification and nurturing for product sales, subscription and service contract sales, and contract renewals and warranty extension sales. Our services are available individually or as an integrated solution.

Rainmaker helps approximately 50 companies ranging from Fortune 500 to dynamic technology start-ups grow their revenues and increase customer loyalty by providing lead generation and contract renewal sales solutions.

For more information, visit [HYPERLINK "http://www.rmkr.com"](http://www.rmkr.com)

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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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