

2021 ANNUAL MEETING OF STOCKHOLDERS OF BRIDGELINE DIGITAL, INC.

September 16, 2021

PROXY VOTING INSTRUCTIONS

INTERNET - Access "www.voteproxy.com" and follow the on-screen instructions or scan the QR code with your smartphone. Have your proxy card available when you access the web page.



TELEPHONE - Call toll-free **1-800-PROXIES** (1-800-776-9437) in the United States or **1-718-921-8500** from foreign countries from any touch-tone telephone and follow the instructions. Have your proxy card available when you call.

Vote online/phone until 11:59 PM EST the day before the meeting.

MAIL - Sign, date and mail your proxy card in the envelope provided as soon as possible.

IN PERSON - You may vote your shares in person by attending the Annual Meeting.

GO GREEN - e-Consent makes it easy to go paperless. With e-Consent, you can quickly access your proxy material, statements and other eligible documents online, while reducing costs, clutter and paper waste. Enroll today via www.astfinancial.com to enjoy online access.

COMPANY NUMBER	
ACCOUNT NUMBER	

NOTICE OF INTERNET AVAILABILITY OF PROXY MATERIAL:
The Notice of Meeting, proxy statement and proxy card are available at <https://www.rdgir.com/bridgeline-digital-inc>

↓ Please detach along perforated line and mail in the envelope provided IF you are not voting via telephone or the Internet. ↓

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THE BOARD OF DIRECTORS RECOMMENDS A VOTE "FOR" ALL PROPOSALS.
PLEASE SIGN, DATE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE. PLEASE MARK YOUR VOTE IN BLUE OR BLACK INK AS SHOWN HERE

1. To elect the following nominees as director:

- FOR ALL NOMINEES
- WITHHOLD AUTHORITY FOR ALL NOMINEES
- FOR ALL EXCEPT (See instructions below)
- NOMINEES:**
 Joni Kahn
 Roger Kahn

- | | |
|--|--|
| | FOR AGAINST ABSTAIN |
| 2. To hold an advisory vote to approve the compensation of the Company's named executive officers (the "say-on-pay" vote). | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 3. To ratify the appointment of PKF O'Connor Davie, LLP as the Company's independent auditors for the Company's fiscal year ending September 30, 2021. | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 4. To approve, in accordance with Nasdaq Listing Rule 5635(a), the issuance of shares of the Company's common stock upon conversion of the Company's Series D Convertible Preferred Stock ("Series D Preferred") and upon exercise of certain warrants issued in May 2021 in connection with the Company's acquisition of Hawk Search, Inc. (the "Issuance Proposal"). | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 5. To vote upon such other matters as may properly come before the Meeting or any adjournment or postponement of the Meeting. | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

INSTRUCTIONS: To withhold authority to vote for any individual nominee(s), mark "FOR ALL EXCEPT" and fill in the circle next to each nominee you wish to withhold, as shown here: ●

This Proxy is solicited on behalf of the Board of Directors, and when properly executed will be voted as directed herein. If no direction is given, this Proxy will be voted FOR all Proposals.

To change the address on your account, please check the box at right and indicate your new address in the address space above. Please note that changes to the registered name(s) on the account may not be submitted via this method.

Signature of Stockholder Date: Signature of Stockholder Date:

Note: Please sign exactly as your name or names appear on this Proxy. When shares are held jointly, each holder should sign. When signing as executor, administrator, attorney, trustee or guardian, please give full title as such. If the signer is a corporation, please sign full corporate name by duly authorized officer, giving full title as such. If signer is a partnership, please sign in partnership name by authorized person.