

2021 ANNUAL MEETING OF STOCKHOLDERS OF
BRIDGELINE DIGITAL, INC.

September 16, 2021

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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 sign, date and mail
your proxy card in the
envelope provided as soon
as possible.

↓ Please detach along perforated line and mail in the envelope provided. ↓

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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

NOMINEES:

- Joni Kahn
 Roger Kahn

WITHHOLD AUTHORITY
FOR ALL NOMINEES

FOR ALL EXCEPT
(See instructions below)

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: ●

2. To hold an advisory vote to approve the compensation of the Company's named executive officers (the "say-on-pay" vote). FOR AGAINST ABSTAIN

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. FOR AGAINST ABSTAIN

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"). FOR AGAINST ABSTAIN

5. To vote upon such other matters as may properly come before the Meeting or any adjournment or postponement of the Meeting. FOR AGAINST ABSTAIN

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.