

Important Notice Regarding the Availability of Proxy Materials for the Stockholder Meeting of

BRIDGELINE DIGITAL, INC.

To Be Held On:

September 16, 2021, at 8:30 A.M.

at 150 Woodbury Road, Woodbury, New York 11797

COMPANY NUMBER	
ACCOUNT NUMBER	
CONTROL NUMBER	

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

If you want to receive a paper or e-mail copy of the proxy materials you must request one. There is no charge to you for requesting a copy. To facilitate timely delivery please make the request as instructed below before September 2, 2021.

Please visit <https://www.rdgir.com/bridgeline-digital-inc>, where the following materials are available for view:

- Notice of Annual Meeting of Stockholders
- Proxy Statement
- Form of Electronic Proxy Card
- Annual Report on Form 10-K

TO REQUEST MATERIAL: TELEPHONE: 888-Proxy-NA (888-776-9962) 718-921-8562 (for international callers)

E-MAIL: info@astfinancial.com

WEBSITE: <https://us.astfinancial.com/OnlineProxyVoting/ProxyVoting/RequestMaterials>

TO VOTE:



ONLINE: To access your online proxy card, please visit www.voteproxy.com and follow the on-screen instructions or scan the QR code with your smartphone. You may enter your voting instructions at www.voteproxy.com up until 11:59 PM Eastern Time the day before the cut-off or meeting date.

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

TELEPHONE: To vote by telephone, please visit www.voteproxy.com to view the materials and to obtain the toll free number to call.

MAIL: You may request a card by following the instructions above.

1. To elect the following nominees as director.

NOMINEES:

Joni Kahn
Roger Kahn

2. To hold an advisory vote to approve the compensation of the Company's named executive officers (the "say-on-pay" vote).
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.
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").
5. To vote upon such other matters as may properly come before the Meeting or any adjournment or postponement of the Meeting.

THE BOARD OF DIRECTORS RECOMMENDS A VOTE "FOR" ALL PROPOSALS.

Please note that you cannot use this notice to vote by mail.