

January 30, 2012



Profire Energy, Inc. Announces New Office in Texas

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 01/30/12 -- Profire Energy, Inc. (OTCBB: PFIE) announced the opening of an office in Houston, Texas. The office will facilitate sales, provide in-field technical support for existing and new clients and house inventory. Profire Energy currently services a number of integrated and exploration oil and gas companies in Texas.

Cameron Tidball, Profire Energy's Regional Sales Manager, commented, "Opening an office in Houston is a logical step in our growth and development plan, as Houston is a major hub for head offices of companies engaged in the oil and gas industry, including global companies such as ConocoPhillips and EOG Resources. We believe our presence in Houston will allow us to better capitalize on the region's growth potential for burner management systems (BMS) and other related products. Further, a Houston office will allow us to provide local attention and product support to existing and potential customers in this energy-rich state. We are confident the Profire 2100, our latest BMS controller, will thrive in Texas and throughout the United States."

Texas Energy Market

In December 2009, ProPublica, an independent non-profit newsroom, reported that Texas has more drilling than any other state with an estimated 273,600 oil and gas wells. According to information from the U.S. Energy Information Administration, Texas' 27 petroleum refineries can process nearly 4.7 million barrels of crude oil per day, and account for more than one-fourth of all U.S. refining capacity. Moreover, approximately three-tenths of total U.S. natural gas production occurs in Texas, making it the nation's leading natural gas producer.

About Profire Energy, Inc.

Profire Energy, Inc. is a leading manufacturer and installer of oilfield combustion management systems and related burner products. Our products and services assist energy production companies in the safe and efficient transportation, refinement and production of oil and natural gas. The Company's lead products are the Profire 2100 and the Profire 1100, which are burner management systems that oil and gas producers rely on to provide reliable management and ignition of combustion burners and associated vessels such as separators, dehydrators, line heaters, incinerators, etc.

To learn more about Profire Energy's products and services, please visit www.profireenergy.com. Profire has offices in Lindon, Utah, U.S.A. and Edmonton, Alberta, Canada.

Cautionary Note Regarding Forward-Looking Statements

This release contains "forward-looking" statements regarding our new office in Houston, the potential for growth and demand for Company products in Texas and the United States, acceptance of our products in the industry and the benefits our products provide. All such forward-looking statements are subject to uncertainty and changes in circumstances. Forward-looking statements are not guarantees of future results or performance and involve risks, assumptions and uncertainties that could cause actual events or results to differ materially from the events or results described in, or anticipated by, the forward-looking statements. Factors that could materially affect such forward-looking statements include certain economic, business, public market and regulatory risks and factors identified in the Company's periodic reports filed with the Securities Exchange Commission. All forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements are made only as of the date of this release and the Company assumes no obligation to update forward-looking statements to reflect subsequent events or circumstances. Readers should not place undue reliance on these forward-looking statements.

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Source: Profire Energy, Inc.