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Profire Energy Inc., Announces the Approval and Launch of the Profire 2100 Combustion Management System

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 03/09/11 -- Profire Energy, Inc. (OTCBB: PFIE), announced today the release of its new combustion management system, the "Profire 2100." Profire believes the 2100 will set the standard for precise control of ignition and combustion for oil and natural gas producers by enhancing productivity and safety, while limiting environmentally harmful waste in the oilfield.

The Profire 2100 Combustion Management System includes features such as:

- customizable expansion;
- remote monitoring of vessels/burners;
- expanded menu and data capture;
- increased capacity for temperature detection and analysis; and
- remote emergency shutdown and startup.

"The 2100 is the collective accomplishment of the dedicated staff at Profire to address the needs and feedback of our customers," said Profire Energy CEO, Brenton Hatch. The 2100 utilizes the concept of stackable expansion modules to allow customers to custom-fit a system to their specific needs. End-users are able to modify the system's capabilities at will to evolve and grow with the changes and developments in the customer's operations and the industry. Profire's research and development team developed the stackable expansion modules to augment the 2100's effectiveness and adaptability. The 2100 Combustion Management System meets the rigorous standards of the Canadian Standards Association for burner management safety, and as such, satisfies the demanding criteria of the UL rating in the United States.

Mr. Hatch commented, "We expect the Profire 2100 to be an outstanding addition to our current stable of products and believe our ongoing commitment to research and development will allow us to develop leading solutions to the oil and gas industry for years to come." Profire will continue to offer the Profire 1100, its original combustion management system, which has served its customers well for the past six years.

Profire Energy manufactures, installs and services oilfield combustion management systems and related burner products. Its products aid oil and natural gas producers in the safe and efficient development and transportation of carbon-based fuels. Profire's lead products are the Profire 2100 and the Profire 1100, which are burner management systems that provide reliable management and ignition of combustion burners and associated vessels that oil and gas producers rely on.

To learn more about Profire's products and services, please take a moment to view the Company's website at www.profireenergy.com. Profire has offices in Lindon, Utah and

Edmonton, Alberta, Canada.

The information contained in this release includes forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially. Certain statements contained herein constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements of the Company to be materially different from those expressed or implied. Forward-looking statements involve risks and uncertainties, including but not limited to, risks described in the Company's periodic reports on file with the Securities and Exchange Commission.

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