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## **Profire Energy, Inc. Announces VP of Operations at Profire Combustion to Relocate to Utah to Continue Development of the US Market**

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 04/05/11 -- Profire Energy, Inc. (OTCBB: PFIE) is pleased to announce the relocation of Justin Hatch from Alberta, Canada to Lindon, Utah . Mr. Hatch will continue the development of sales efforts, inventory management, component assembly, procurement, hiring and general corporate oversight as the Company continues to expand its business operations in the US. His move is expected to be completed over the next several weeks or months, as work related documents are secured.

Mr. Justin Hatch stated, "I am excited with the opportunity to continue growing our business out of the Lindon office. The natural extension of our growth model is to provide our product and services in the expanding energy fields in the United States. Thus far, our products have been well received, and we look to continue solidifying and expanding these relationships."

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.

Additional information about Profire's products and services can be accessed at the Company's website at [www.profireenergy.com](http://www.profireenergy.com).

The information contained in this press 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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