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Profire to Enlarge Its Lindon, Utah Facility in Support of U.S. Expansion Efforts

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 05/03/11 -- Profire Energy, Inc. (OTCBB: PFIE), announced today that it has purchased approximately 6,500 square feet of additional office and warehouse space adjacent to its current offices in Lindon, Utah to support its ongoing efforts to expand its presence in the U.S. market. The new space will be used for additional offices, inventory storage and light assembly of components utilized in the Profire 2100 system. The Company expects the new facilities to be completed by July 2011 following build out to meet its specific needs. The Company incurred no debt in connection with the acquisition.

"This acquisition demonstrates our ongoing commitment to and investment in our strategy to broaden our presence in the United States. We believe the expansion of our Lindon facility will enable us to meet anticipated increased demand for our products while maintaining the high-quality service our customers expect as our presence in the U.S. market grows," stated CEO Brenton Hatch.

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 relied on by oil and gas producers.

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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