

January 23, 2012



Profire Energy, Inc. Included Among the IBT 1000 Fastest Growing Companies

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 01/23/12 -- Profire Energy, Inc. (OTCBB: PFIE) announced today that it enjoyed the second highest growth rate percentage, as calculated by the International Business Times, among companies listed in the Energy Equipment and Services Industry in the first annual International Business Times IBT 1000 World's Fastest Growing Companies list. Profire Energy ranked no. 380 overall among all companies listed. The IBT 1000 celebrates companies that have outperformed others in the global marketplace.

Brent Hatch, CEO of Profire Energy, stated, "We are pleased with the recognition of Profire's performance by the International Business Times. This ranking reflects the success of our efforts to expand distribution in North America and recognition within the industry that our products, including the Profire 2100 burner management system, help address efficiency, safety, and environmental concerns. I want to thank our dedicated employees who are committed to the development and success of our business."

The 2012 IBT 1000 World's Fastest Growing Companies list ranks the performance of all public companies using their three-year revenue compound annual growth rate (CAGR) with each year's revenue calculated on the basis of the Last Twelve Months (LTM).

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 aid oil and natural gas companies in the safe and efficient production of energy. 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.

About the International Business Times

International Business Times is a global online business newspaper, comprising of 18 editions, published in 10 languages. The publication, sometimes called IBTimes, offers news, analysis and opinion on geo-politics, global economy, markets, large and small cap companies, technology, and business life and culture. As of December 2011, IBTimes.com reached over 12.8 million unique users worldwide.

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 the growth and expansion of the Company, 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.