

June 4, 2012



Profire Energy's Andrew Limpert Named a Utah Business CFO of the Year

Financial Expert Plays Strategic Leadership Role in Business Development, Growth of Successful Energy Technology Company

LONDON, UT and EDMONTON, AB -- (Marketwire) -- 06/04/12 -- Profire Energy, Inc. (OTCBB: PFIE) today announced that Utah Business magazine has named Andrew Limpert chief financial officer of the year for the public/small company sector. Since Limpert joined Profire Energy in 2007, he has been instrumental in the company's expansion in Texas and Brazil, the location of its U.S. headquarters in Utah, and overseeing the company's acquisition of Profire Combustion, Inc., which allowed it to enter the energy technology sector as Profire Energy, Inc. Limpert also played a key role in the development of Profire's [PF 2100](#) burner management systems, which assist energy production companies in the safe and efficient transportation, refinement and production of oil and natural gas.

The award honors CFOs or similar senior financial managers in Utah organizations who successfully fulfill the increasingly essential and strategic role of financial stewards for an organization. Limpert and others were announced in the [June issue](#), released today, and will be honored at a [luncheon](#) on June 20 at the Little America Hotel in Salt Lake City, UT.

"Since we're a rapidly growing company, Andrew's responsibilities have been much broader and more strategic than simply being in charge of finances here at Profire Energy," said Brenton W. Hatch, co-founder and chairman of the board. "He has been a driving force in building our business and defining our future, taking a key role in everything from product development to sales to public relations. We congratulate him on this recognition. He definitely deserves it."

Limpert has served as CFO of Profire Energy since 2007, and due to his extensive investment experience, was named to the board of directors that same year. Prior to Profire, Limpert served as an advisor with a regional advisory firm from 1998 to 2008, providing wealth management direction and strategic and financial consulting for several investment banks. Over the course of 15 years, Limpert has founded, consulted on, and funded numerous business ventures in both the private and public arenas. Limpert graduated from the University of Utah with a Bachelors of Science degree in Finance in 1994. He earned a Masters of Business Administration with an emphasis in Finance from Westminster College in 1998.

"This award is really about the entire team of employees at Profire and less about me," Limpert said. "I'm honored to be a part of such a dynamic group of individuals. As my role has evolved through the years, I have always looked for ways to add value through structure, strategy, prudent risk taking and employment of resources. These fundamentals are much like blocking and tackling on the football field. Keep at the basics long enough and eventually you will get the win. Blocking and tackling is what I -- and the entire team at

Profire Energy -- try to do each day."

About Profire Energy, Inc.

Profire Energy's burner management systems assist energy production companies in the safe and efficient transportation, refinement and production of oil and natural gas. As energy companies seek greater safety for their employees, compliance with more stringent EPA standards and enhanced margins with their energy production processes, Profire Energy is increasingly becoming part of their solutions and doing so without debt and with the needed product and inventories to meet demand and fuel growth. To this end, Profire Energy was recently ranked 19th in the energy sector -- and 380 out of 1000 overall -- for fastest growing company by [International Business Times](#).

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

For inquiries please contact:

Andrew Limpert
(801) 796-5127
Email Contact

Kelly Wanlass
(801) 602-4723
Email Contact

Source: Profire Energy, Inc