

April 25, 2014



Profire Energy to Present at Sidoti's Semi-Annual Microcap Conference on May 9, 2014

Management to Discuss Oil and Gas Industry, Company's Role

LINDON, Utah, April 25, 2014 (GLOBE NEWSWIRE) -- Profire Energy, Inc. (Nasdaq:PFIE), a technology company which manufactures, installs and services burner management systems and other combustion technologies for the oil and gas industry, has been invited to present at Sidoti's Semi-Annual Microcap Conference. The conference will be held at the Grand Hyatt New York Hotel on Friday, May 9, 2014.

Profire's management is scheduled to present at 2:00 p.m. EDT, with one-on-one meetings held throughout the day. Andrew Limpert, Profire's Chief Financial Officer, and Nathan McBride, Profire's Finance & Communications Manager, will present at the conference.

"Conferences like Sidoti's can provide a great opportunity to meet with new investors and tell the Profire story, as well as re-connect with our own shareholders," said McBride. "We look forward to having a quality forum in which to talk about the industry, its needs, and how Profire is making a difference. We expect it will be a very valuable and enjoyable experience for us and the attendees."

For additional information about the Sidoti Semi-Annual Microcap Conference, please visit <http://microcap.sidoti.com>.

About Profire Energy

Profire Energy, Inc. assists oil and gas companies improve the management of their oilfield burners, which are an integral part of the production and transportation of oil and gas. As energy companies look for ways to increase their operational efficiency, enhance the safety of their workers, and improve their compliance with regulatory bodies, Profire Energy's burner management systems are increasingly becoming part of their solution. Profire Energy has offices in Lindon, Utah; Houston, Texas; Oklahoma City, Oklahoma; and Edmonton, Alberta, Canada.

To learn more about Profire Energy, please visit www.ProfireEnergy.com.

Cautionary Note Regarding Forward-Looking Statements

Statements made in this release that are not historical are forward-looking statements. This release contains forward-looking statements, including, but not limited to statements regarding the Company's intent to present at Sidoti's Semi-Annual Microcap Conference; and, the Company's expectation to speak on industry needs and the Company's role within the industry (additionally, the provision of the link to the Sidoti conference website is

provided for purposes of attending the conference only, and information, opinions, analysis, or otherwise that relates to the Company is not necessarily endorsed by Profire). 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, except as required by law. Readers should not place undue reliance on these forward-looking statements.

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