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Profire Energy Inc. Announces the Hiring of Key Management Talent for the Continued Development of the US Market

LINDON, UT and EDMONTON, AB -- (MARKET WIRE) -- 05/11/11 -- Profire Energy Inc. (OTCBB: PFIE) announced today the hiring of several key employees in accordance with the development of the US marketplace and the recent release of its new combustion management system, the "Profire 2100."

The company has hired two US based fulltime sales people. These new hires are experienced sales professionals who are already making connections and setting up demos with multiple companies.

The company has also hired an internal investor relations manager who is also well connected in the oil patch who will be an information resource to our shareholders and also provide sales support to our marketing and sales personnel.

In the Edmonton Office the company has added a purchasing and procurement specialist who will be focusing on sourcing components and parts for our product line. Additionally, the company has added another electrical engineer to complement the current engineers that have been instrumental in the research & development of our core products. The company is also actively looking for an additional one to two sales people to work out of the Edmonton office.

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.

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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