

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K
(Amendment No.)

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (date of earliest event reported): **April 16, 2012**

PROFIRE ENERGY, INC.

(Exact Name of Registrant as Specified in its Charter)

Nevada
(State or other jurisdiction of incorporation)

000-52376
Commission
File Number)

20-0019425
(IRS Employer
Identification Number)

321 South 1250 West, #3, Lindon, Utah
(Address of principal executive offices)

84042
(Zip code)

(801) 796-5127
(Registrant's telephone number, including area code)

N/A
(Former name of former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

Profire Energy, Inc. (the “Company”) issued a press release on April 16, 2012 regarding its appearance on the Zions Bank “Speaking on Business” radio program. A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated herein by reference. The information contained herein shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, and is not incorporated by reference into any filing of the Company, whether made before or after the date of this Current Report on Form 8-K, regardless of any general incorporation language in the filing.

The text of the press release is attached herewith as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit 99.1 Press release dated April 16, 2012

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PROFIRE ENERGY, INC.

Date: April 16, 2012

By: s/ Andrew Limpert
Andrew Limpert
Chief Financial Officer



PRESS RELEASE

**ZIONS BANK "SPEAKING ON BUSINESS" FEATURES
PROFIRE ENERGY, INC. TODAY ON KSL RADIO**

***Pofire Energy Provides Burner Management Systems to the Oil & Gas Industry
for Increased Safety and Efficiency***

Lindon, Utah and Edmonton, AB, April 16, 2012 - Profire Energy, Inc. (OTCBB: PFIE) will today be featured on the Zions Bank "Speaking on Business" program, which highlights diverse businesses throughout Utah and Idaho. Profire Energy, which opened its U.S. headquarters in Utah in 2010, manufactures and installs burner management systems to assist energy production companies in the safe and efficient transportation, refinement and production of oil and natural gas.

"Utah was a natural fit for our U.S. headquarters because of its highly skilled labor force and centralized proximity to oil and gas fields in Uintah County and across the United States," said Andrew Limpert, Profire Energy CFO. "Being featured on 'Speaking on Business' makes us feel like a valued member of the Utah business community."

Since 1997, Zions Bank has been recognizing and celebrating local Utah and Idaho businesses through its "Speaking on Business" radio program. Since its launch in 1997, the program has featured more than 2,500 businesses.

The "Speaking on Business" broadcast will air in the following markets today:

Wasatch Front - KSL 102.7 FM, 1160 AM (7:23 a.m., 11:47 a.m., 5:23 p.m.)

Logan - KVNU 610 AM (7:43 a.m., 5:28 p.m.)

Manti - KMTI 650 AM (8:15 a.m. and 5:25 p.m.)

Moab - KCYN 97.1 FM (7:40 a.m., 5:20 p.m.)

Monticello - KAAJ 103.9 FM (7:50 a.m., 5:10 p.m.)

Richfield - KSVC 980 AM (8:20 a.m., 5:22 p.m.)

Price - KOAL 750 AM (7:30 a.m., 5:18 p.m.)

St. George - KDXU 890 AM (7:25 a.m., 5:25 p.m.)

Vernal - KVEL 920 AM (7:45 a.m., 5:15 p.m.)

The program will also be available on www.zionsbank.com/speakingonbusiness and www.ksl.com.

About Profire Energy, Inc.

Profire Energy, Inc. is a leading manufacturer and installer of oilfield combustion management systems and related burner products. The Company's products and services assist energy production companies in the safe and efficient transportation, refinement and production of oil and natural gas. 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.

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.

Contact:

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