

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A

PROXY STATEMENT PURSUANT TO SECTION 14(A) OF THE
SECURITIES EXCHANGE ACT OF 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

PROFIRE ENERGY, INC.

(Exact name of registrant as specified in its charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
 - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
 - 1) Title of each class of securities to which transaction applies:
 - 2) Aggregate number of securities to which transaction applies:
 - 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):
 - 4) Proposed maximum aggregate value of transaction:
 - 5) Total fee paid:
 - Fee paid previously with preliminary materials:
 - Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
 - 1) Amount previously paid:
 - 2) Form, Schedule or Registration Statement No.:
 - 3) Filing Party:
 - 4) Date Filed:
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PROFIRE ENERGY, INC.
321 South 1250 West, Suite 1
Lindon, Utah 84042

**ADDITIONAL SOLICITING MATERIAL RELATED TO
THE ANNUAL MEETING OF STOCKHOLDERS**

This additional soliciting material related to our proxy statement dated December 21, 2012, or the “proxy statement”, provides additional information with respect to our 2013 annual meeting of stockholders which will be held on January 29, 2013 at 10:00 a.m. local time at our Lindon, Utah offices located at 321 South 1250 West, Suite 1, Lindon, Utah 84042. This additional soliciting material is being filed with the Securities and Exchange Commission and being made available to stockholders on January 11, 2013.

On January 10, 2013 James Solomon, a nominee for election to the Company’s board of directors notified the Company that he is withdrawing his name as a nominee for election to the Company’s board of directors. Mr. Solomon is not currently an officer or director of the Company.

The board of directors does not anticipate nominating additional candidates for election to the Company’s board of directors at the annual meeting. The remaining three nominees – Brenton Hatch, Harold Albert and Andrew Limpert, will stand for election to the Company’s board of directors. As only three individuals have been nominated to stand for election, your shares may only be voted to fill three directorships. Any votes cast for Mr. Solomon will not be counted in connection with the election of directors.

By order of the board of directors,

January 11, 2013

/s/ Brenton W. Hatch
Brenton W. Hatch
Chief Executive Officer