



NEWS RELEASE

Helen of Troy Limited to Host Investor Day at Nasdaq MarketSite on May 21, 2019, to Introduce Phase II of Transformation Strategy

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Management to Ring Nasdaq Opening Bell in Celebration of 50 th Anniversary

EL PASO, Texas--(BUSINESS WIRE)-- Helen of Troy Limited (NASDAQ:HELE), designer, developer and worldwide marketer of consumer brand-name housewares, health and home, and beauty products, today announced that Julien Mininberg, Chief Executive Officer, and members of the executive management team will discuss the accomplishments of Phase I of the Company's transformation initiatives and introduce its Phase II long-term growth strategies at an investor day for institutional investors and analysts. The meeting will be held on Tuesday, May 21, 2019 at Nasdaq MarketSite, Times Square, New York City, from 1:30 p.m. to 4:30 p.m. Eastern Time. In-person attendance requires advanced registration. Please email ICR at hotus@icrinc.com for further information and to register by May 20, 2019.

The webcast, including a slide presentation, will be available and may be accessed at [http://investor.hotus.com/Events & Presentations](http://investor.hotus.com/Events&Presentations). A replay of the webcast will be available for 90 days following the event.

About Helen of Troy

Helen of Troy Limited (NASDAQ:HELE) is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO, Hydro

Flask, Vicks, Braun, Honeywell, PUR, and Hot Tools. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors.

For more information about Helen of Troy, please visit <http://helenoftroy.com/>

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