

BRUT Launches the BRUT News Network

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~Classic Men's Brand Jumps Into Providing Online News Content for Consumers~
NEW YORK, June 24, 2011 /PRNewswire via COMTEX/ -- BRUT announces the launch of their new campaign, the BRUT News Network (BNN). Hosted on Facebook.com/BRUT, BNN is BRUT's own news network featuring original video content that is part sports, part humor.

This new BRUT campaign, created by Sigma, based in Oradell, NJ, is targeted at the younger male demographic that finds and follows brands via social media. It is an expansion upon a series of previously successful campaigns, including last year's BRUTSlap.com platform, which featured a number of interactive elements for consumers, and the "Slap Some On" campaign, which was a tongue-in-cheek way to implement the concept of "slapping on" BRUT cologne.

The BNN features the latest Internet videos along with commentary on hot topics and discussions that often include the insight of ESPN radio host and sports expert Jim Rome, via "The Rome Phone." The two BNN hosts, Bob and Ned, who love sports, explosions and people falling down as much as the next guy, grab audience's attention by providing two minute videos of comic relief with episodes featuring topics such as Parkour, extreme sports fails, office pranks, and much more.

"We believe that young, male-focused online content is a burgeoning market," says Marc Broccoli, Marketing Director at Idelle Management Company. "BNN offers us a way to engage with a young male demographic that is important to our brand by allowing them to connect through a creative, humorous digital media platform."

The BRUT brand has stood for a classic, American definition of masculinity for over 40 years. With past famous spokesmen such as Joe Namath, Muhammad Ali, and Jimmy Connors, BRUT has positioned itself to live up to their tagline "The Essence of Man."

The BRUT News Network is now live at www.facebook.com/BRUT. Consumers are also encouraged to follow BRUT at www.twitter.com/brutworld.

About BRUT®

BRUT believes that each man has an inalienable right to smell like a man. For over 40 years, the brand has been interwoven into the fabric of America with their product line complementing all stages of men's grooming. BRUT is distributed by Idelle Labs Ltd., a division of Helen of Troy Limited (NASDAQ, NM: HELE), based in El Paso, TX. For more information on the product and retailer locations, please visit <http://www.brutworld.com/>.

SOURCE Helen of Troy Limited