Helen of Troy

NEWS RELEASE

Helen of Troy Limited Acquires Intellectual Property Rights to Vessel, Inc.'s Rechargeable Lighting Products for OXO International Division

10/10/2006

EL PASO, Texas, Oct 10, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced the acquisition of the intellectual property rights to Vessel, Inc.'s rechargeable lighting products. The transaction, effective immediately, includes all patents and trademarks related to the rechargeable lighting products marketed by Vessel, Inc. under various brand names, including Candela(R) and Candeloo(TM). The products will be sold by Helen of Troy's subsidiary, OXO International.

Available since 2002, the current line of rechargeable lighting offered by Vessel include six lighting products that are offered under the names Candela(R), Candela(R) Pro, Candeloo(TM), Guardian(R), Luau (TM), and Companion (TM).

As part of the arrangement, Vessel will continue to work closely with OXO International to design additional rechargeable lighting products. OXO International anticipates launching an updated line of products under the OXO brand in the spring of 2007. Until then, Vessel will continue to supply its existing retail and distribution customers.

"We are very excited to be entering this category of products," commented OXO International President Alex Lee. "Vessel did a great job with its initial concept by offering the consumer a safer, lower maintenance, and over time, lower cost alternative to candles. We are looking forward to working with Vessel to expand the offerings and develop new applications in this product category."

"OXO's reputation and commitment to design is ideal for taking our designs for rechargeable lighting to a broader audience. We're thrilled by OXO's vision," said Vessel co-founder Stefane Barbeau.

"In addition to working with OXO to develop lighting items, we'll continue to explore exciting new product areas," added Vessel co-founder Duane Smith. "From our heads to your hands" is Vessel's mantra as a design-driven product development and retail company. Since 2000, Boston based Vessel has developed and launched several award-winning housewares and accessory product lines into the global marketplace.

OXO International offers tools that cover several categories including kitchen, cleaning, storage and organization, hardware hand tools, gardening, and automotive. OXO International was founded sixteen years ago on the design philosophy of Universal Design, which is dedicated to providing innovative consumer products that make everyday living easier.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company's personal care products include hair dryers, curling irons, hair setters, women's shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths, body massagers, paraffin baths, liquid hair styling products, body powder and skin care products. The Company's household products include consumer product tools in the kitchen, cleaning, barbecue, barware, storage, organization, garden, hardware, trash and automotive categories. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon(R), licensed from The Procter & Gamble Company, Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., Sunbeam(R), Health at Home(R) and Health o meter(R) licensed from Sunbeam Products, Inc., Sea Breeze(R), licensed from Shiseido Company Ltd., and Vitapointe(R), licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned brands include OXO(R), Good Grips(R), Brut(R), Vitalis(R), Final Net(R), Ammens(R), Condition 3-in-1(R), Skin Milk(R), Time Block(R), Epil-Stop(R), Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi(TM), Isobel(TM) and WaveRage(R). The Company markets hair and beauty care products under the Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), and Wigo(R) owned brands to the professional beauty salon industry.

This press release may contain forward-looking statements, which are subject to change. The forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any or all of the forward-looking statements may turn out to be wrong. They can be affected by inaccurate assumptions or by known or unknown risks and uncertainties. Many of these factors will be important in determining the Company's actual future results. Consequently, no forward-looking statement can be guaranteed. Actual future results may vary materially from those expressed or implied in any forward-looking statements. The forward-looking statements are qualified in their entirety by a number of risks that could cause actual results to differ materially from historical or anticipated results. Generally, the words "anticipates", "believes", "expects" and other similar words identify forward-looking statements. The Company cautions readers not to place undue reliance on forward-looking statements. The Company intends its forward-looking statements to speak only as of

the time of such statements, and does not undertake to update or revise them as more information becomes available. The forward-looking statements contained in this press release should be read in conjunction with, and are subject to and qualified by, the risks described in the Company's Form 10-K for the year ended February 28, 2006 and in our other filings with the SEC. These risks are generally provided in our public filings under the heading "Quantitative and Qualitative Disclosures about Market Risk." Investors are urged to refer to the risk factors referred to above for a description of these risks.

SOURCE Helen of Troy Limited

Robert D. Spear, Senior Vice President and CIO of Helen of Troy Limited,
+1-915-225-4748

http://www.hotus.com