Helen of Troy

NEWS RELEASE

Helen of Troy Limited Announces Christopher L. Carameros to Assume CFO Responsibilities

7/2/2003

EL PASO, Texas, July 2 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE) designer, developer and worldwide marketer of brand-name personal care products, today announced that Christopher L. Carameros has assumed the additional responsibilities as the Company's Chief Financial Officer. Mr. Carameros currently serves as Executive Vice President. In addition to his new duties as CFO, Mr. Carameros will continue to oversee the company's Finance division, International Sales, the Brush, Comb and Accessory division, as well as the newly established Idelle Labs Division.

Russell Gibson, the Company's former CFO, resigned his position on June 13, 2003, to pursue another career opportunity. Mr. Gerald J. Rubin, the Company's Chairman, Chief Executive Officer, and President, stated, "Chris' experience, professionalism and knowledge of our total business will provide for a smooth transition into his additional role as Chief Financial Officer. We wish Russell well in all of his future endeavors and thank him for the contributions that he made to Helen of Troy. We have initiated our search to appoint a replacement CFO in the near future."

Mr. Carameros earned a BBA degree from the University of Texas at Austin. His business experience includes serving as a Certified Public Accountant in private practice, and as Senior Vice President-Finance and Chief Financial Officer for Farah Incorporated. He served on the Board of Directors of Farah Incorporated from 1987 through its acquisition in 1998. Mr. Carameros has been a member of the Board of Directors of Helen of Troy Limited since June 1993 and was appointed Executive Vice President of the Company earlier this year.

Helen of Troy Limited is a leading designer, producer and marketer of brand name personal care consumer products. The Company's 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 products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade names including Vidal Sassoon®, licensed from The Procter & Gamble Company, the trademark Revlon®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's®, licensed from Schering-Plough HealthCare Products, Inc., Sunbeam® licensed from American Household, Inc., Sea Breeze®, licensed from Shisheido Corporation, and Vitapointe® licensed from Fizons Corporation. Helen of Troy's owned trade names include Dazey®, Caruso®, Karina®, DCNL(TM), Nandi (TM), Isobel(TM), WaveRage®, Vitalis®, Final Net®, Ammens®, and Condition 3-in-1®. The Company also markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, Wigo® and Ecstasy® trademarks to the professional beauty salon industry.

This press release may contain certain forward-looking statements, which are subject to change. A number of risks or uncertainties 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 to not place undue reliance on forward-looking statements. The actual results may differ materially from those described in any 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. Additional information concerning potential factors that could affect the company's financial results are included in the company's Form 10-K for the year ended February 28, 2003.

Source: Helen of Troy Limited