



NEWS RELEASE

Helen of Troy Limited Announces Krista Berry to Join its Board of Directors

3/15/2017

EL PASO, Texas--(BUSINESS WIRE)--Mar. 15, 2017-- Helen of Troy Limited (NASDAQ, NM:HELE), designer, developer and worldwide marketer of consumer brand-name housewares, health and home, nutritional supplement and beauty products, today announced that its Board of Directors appointed Krista Berry to serve on its Board effective April 1, 2017. The Board intends to nominate Ms. Berry as a director of the Company at the next annual general meeting of shareholders.

"We are delighted to welcome Krista to the Helen of Troy Board," said Timothy F. Meeker, Chairman of the Board. "Krista brings extensive direct-to-consumer, digital marketing and e-commerce expertise to our Company and we look forward to her advice and guidance in these critical areas among others. Today's announcement represents a significant step forward as we continue to develop and support our e-commerce and digital capabilities in this critically important area."

Ms. Berry has direct-to-consumer experience in digital, stores, brand, product merchandising, digital marketing, and customer data analytics. She has over fourteen years of digital commerce experience, during which she has been instrumental in developing and executing growth strategies for national and global retailers. Most recently she was chief Digital Officer for Kohl's where she developed Kohl's world-class omni-channel strategy, and partnered cross functionally to develop a model for integrating omni-channel teams throughout the organization. Prior to this, Ms. Berry held numerous senior leadership roles including General Manager of North American Direct to Consumer at Nike, and Group Merchandise Manager Softlines / Hardlines at Target.com. Ms. Berry is an alumna of the University of Wisconsin, Madison, where she was Executive in Residence in the Fall of 2016, and was the recipient of the University of Wisconsin, Madison Business School's Distinguished Fellow Award 2015. She is a founding member of the World 50 Org - Digital 50.

About Helen of Troy Limited:

Helen of Troy Limited (NASDAQ, NM: 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®, OXO Tot®, Hydro Flask®, Vicks®, Braun®, Honeywell®, PUR®, Febreze®, Revlon®, Pro Beauty Tools®, Sure®, Pert®, Infusium23®, Brut®, Ammens®, Hot Tools®, Bed Head®, Dr. Sinatra®, Dr. David Williams®, and Dr. Whitaker®. 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 **www.hotus.com**.

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