Helen of Troy

NEWS RELEASE

Helen of Troy Limited Announces License Agreement With Sunbeam Products, Inc. For Health O Meter(R) Brand Name

6/17/2004

EL PASO, Texas, June 17 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand name personal care products, today announced that it has entered into a long term license agreement with Sunbeam Products, Inc. for the use of the Health o meter® brand name in the Western Hemisphere for selected personal care products.

Gerald J. Rubin, Chairman, Chief Executive Officer and President of Helen of Troy Limited, commenting on the license agreement stated, "The Health o meter® brand is very well respected and recognized in the consumer products industry. We are pleased to add this well known brand name to our health, spa and wellness product category, and believe that the products offered under the Health o meter® brand will complement and expand our product lines offered through department stores, drugstores, and other retail distribution channels."

Linda Morgenstern, Senior Vice President of Global Sunbeam Licensing stated, "The Health o meter® brand empowers consumers to manage their overall health and wellness, and is #1 in brand preference in the scales category. It is an excellent fit with Helen of Troy's personal care products, as well as with their global marketing and efficient business model. We are pleased to expand our long and beneficial business relationship with Helen of Troy."

Helen of Troy Limited is a leading designer, producer and marketer of brand name personal care and houseware 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, and body powder and skin care products. The Company's houseware products include

consumer product tools in the categories of kitchen, cleaning, barbecue, barware, storage, organization, garden and automotive. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon®, licensed from The Procter & Gamble Company, Revlon®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's®, licensed from Schering-Plough HealthCare Products, Inc., Sunbeam®, Health at Home® and Health o meter® licensed from Sunbeam Products, Inc., Sea Breeze®, licensed from Shiseido Company Ltd., and Vitapointe®, licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned trade names include OXO®, Brut®, Vitalis®, Final Net®, Ammens®, Condition 3-in-1®, Dazey®, Caruso®, Karina®, DCNL(TM), Nandi (TM), Isobel(TM), and WaveRage®. The Company also markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, and Wigo® 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 29, 2004.

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Source: Helen of Troy Limited