Helen of Troy

NEWS RELEASE

Helen of Troy Limited Announces Ribbon Cutting Ceremony for Its New Distribution Center in Southaven, Mississippi

12/21/2005

El PASO, Texas, Dec 21, 2005 /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 a special Ribbon Cutting ceremony for its new distribution center in Southaven, Mississippi. This center will expand the Company's eastern United States distribution facilities to accommodate the needs of the Company's OXO International business acquired on June 1, 2004, as well as potential needs for future acquisitions. The state-of-the-art warehouse and distribution center will increase the Company's presence in Southaven to 1,200,000 square feet from 619,000.

Gerald J. Rubin, Chairman, Chief Executive Officer, and President, at today's special Ribbon Cutting ceremony, praised the new facility stating, "I am confident that this new, larger, state-of-the-art distribution center will serve Helen of Troy well for many years to come. This center will be equipped with a specially designed automated pick and pack operation to provide store level pack-outs of product for specific customer requirements. The availability of a talented and motivated workforce, in cooperation with state and local government leaders including Southaven, Mississippi's Mayor Greg Davis, will allow us to serve our customers from this facility in a more efficient manner. We are pleased to be a part of the healthy local economy, brought about by the tremendous sense of community spirit and pride in Northern Mississippi."

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), TimeBlock(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. 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 not to 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. 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, 2005 and the Form 10Q for the quarters ended May 31, 2005 and August 31, 2005.

SOURCE Helen of Troy Limited

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