



NEWS RELEASE

Helen of Troy Limited Announces Thurman Case to Join its Board of Directors

12/21/2016

EL PASO, Texas--(BUSINESS WIRE)--Dec. 21, 2016-- 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 Thurman K. Case, to serve on its Board effective January 1, 2017. Mr. Case's appointment will fill the vacancy created by the previously announced resignation of Mr. Alexander M. Davern from the Company, effective March 31, 2017. Mr. Case will serve as a member of the Audit Committee of the Board. The Board intends to nominate Mr. Case as a director of the Company at the next annual general meeting of shareholders.

"We are pleased to welcome Thurman to the Helen of Troy Board," said Timothy F. Meeker, Chairman of the Board. "Thurman's deep financial and operational experience in global businesses will be invaluable to Helen of Troy as we continue to grow both organically and through accretive acquisition. I would also like to thank Alex for his many contributions to the Board and the Company. We are pleased that there will be an overlap in their tenures to assist in the transition."

Mr. Case is CFO and vice president of Cirrus Logic, leading the company's international finance, investor relations, purchasing, and worldwide real estate/facilities teams. He has been a key contributor in various roles since joining the company in October of 2000. During his tenure as CFO, Cirrus Logic has grown annual revenues from \$180 million to over \$1 billion, and GAAP operating profits have increased from 3% to 15% of sales. During this time, the company has aggressively invested in R&D and product development to expand and enhance their product portfolio while rising to become the recognized market leader in audio, mixed signal technology. Mr. Case also was a pivotal figure in developing a robust Information Technology team. In late 2014, following a significant acquisition of a UK based company, Mr. Case led a successful transition to an international corporate structure, while driving

the timely and effective integration of the Enterprise Resource Planning and IT systems. Mr. Case received a bachelor of economics degree and a masters of business administration from New Mexico State University.

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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Investors:

ICR, Inc.

Allison Malkin, 203-682-8200