Helen of Troy

NEWS RELEASE

Helen of Troy Limited Appoints Chris Carameros Executive Vice President

5/1/2003

EL PASO, Texas, May 1 /PRNewswire-FirstCall/ -- Helen of Troy Ltd. (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced the appointment of Chris Carameros, 49, as Executive Vice President of the Company.

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 until it was sold in 1998. Mr. Carameros has been a member of the Board of Directors of Helen of Troy, Limited since June 1993.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, stated, "We are very pleased to add Chris to our management team. With his experience in the fields of finance, sales organizations, and business development, we are confident that Chris' expertise, knowledge and skills will help contribute to the future success of Helen of Troy," Rubin concluded.

As Executive Vice President, Mr. Carameros will oversee the Company's Finance and Credit division, the Company's International Sales function, the Brush, Comb and Accessory sales division, as well as the newly established Idelle Labs Division for Hair and Skin Care Products.

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 Procter & Gamble Co., the trademark Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., Sunbeam(R) licensed from Sunbeam Corporation, Sea Breeze(R), licensed from Shisheido Corporation, and Vitapointe(R) licensed from Fizons Corporation. Helen of Troy's owned trade names include Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi (TM), Isobel(TM), WaveRage(R), Vitalis(R), Final Net(R), Ammens(R), and Condition 3-in-1(R). The Company also markets hair and beauty care products under the Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), Wigo(R) and Ecstasy(R) 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, 2002 and the Form 10-Q's for the quarters ended May 31, 2002, August 31, 2002, and November 30, 2002.

SOURCE Helen of Troy Limited