Helen of Troy

NEWS RELEASE

Helen of Troy Limited Confirms Continued Strong Outlook

9/10/2001

EL PASO, Texas, Sept. 10 /PRNewswire/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today reconfirmed its second quarter and full year financial performance projections.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the Company's outlook for the second quarter and full fiscal year said, "We are pleased that our financial results remain strong and we expect earnings per share for the second quarter and full year to be at or above the Company's previous guidance and Wall Streets' expectations." On July 12, 2001, the Company forecast second quarter sales to be in excess of $100 million, with earnings of 17 to 19 cents per diluted share. Full year sales forecast of $400 to $415 million and projected earnings of 80 to 90 cents per diluted share are also reaffirmed.

Actual sales for the second quarter ending August 31, 2001 exceeded $100 million and were in the range of $105 - $110 million. Earnings per share for the second quarter are expected to be at or above the Company's previously forecasted range of 17 to 19 cents per diluted share.

Helen of Troy's second quarter results will be released prior to the opening of trading on October 8, 2001. Members of the media, shareholders, and the public are invited to access the live broadcast of the conference call via the Investor's Relations page of the Company's website at www.hotus.com .

Helen of Troy Limited is a leading designer, producer and marketer of brand name 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 and paraffin baths. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under the licensed trade names

of 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., the trademark BARBIE(TM), owned by and used under license from Mattel, Inc., and Sunbeam(R) and Oster(R) brands, licensed from Sunbeam Corporation. Helen of Troy's owned trade names include Dazey, Caruso, Karina and DCNL. The Company also markets hair and beauty care products under the Helen of Troy, Hot Tools, Hot Spa, Salon Edition, Gallery Series, Wigo and Ecstasy trademarks to the professional beauty salon industry.

This press release may contain certain forward-looking statements, which are subject to change. The actual results may differ materially from those described in any forward-looking statements. 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, 2001.

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