



NEWS RELEASE

## Helen of Troy Limited Named to Forbes Annual List of 200 Best Small Companies

10/22/2002

EL PASO, Texas, Oct. 22 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced it has been named to Forbes Magazine's annual list of the 200 Best Small Companies in America. The list ranks the nation's top 200 publicly traded companies with annual sales of less than \$600 million, through the measurements of superior sales growth, return on equity, and earnings per share.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on this honor stated, "I am very proud that we have once again received this prestigious designation as one of Forbes Magazine's '200 Best Small Companies in America.' I would like to thank our employees and business associates worldwide, without whose support and dedication, we would never have achieved our goal of becoming a leader in the personal care industry.

We are fortunate to have a very talented and diversified workforce at Helen of Troy, and we remain committed to continually improving our business processes throughout the organization. We will continue to work diligently to become a more efficient and increasingly competitive organization, concluded Mr. Rubin.

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 and paraffin baths. 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®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's®, licensed from Schering-Plough HealthCare Products, Inc., and Sunbeam® 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. 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 for the quarter ended August 31, 2002.

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SOURCE Helen of Troy Limited

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