Helen of Troy

NEWS RELEASE

Helen of Troy Limited Receives Premier Retailing Award

6/26/2002

HAMILTON, Bermuda, June 26 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer, and worldwide marketer of brand-name personal care products, today announced that it has won the distinguished 2002 SPARC (Supplier Performance Award by Retail Category) Silver Circle Award for personal care appliances. This honor is awarded based on a poll of key merchandising executives in the $400+ billion Mass-Market retailing industry conducted by DSN Retailing Today, a leading trade publication.

Helen of Troy was rewarded for its service, innovation, and overall programs that best serve the Mass-Market retailing industry.

Buyers and merchandise managers from the industry's top 100 retailers voted on a specific set of performance criteria that have been identified as important by merchandising executives. The voting was held in 41 merchandise categories. Among the criteria of selection are: self-sell packaging, advertising support, protecting delivery commitments and distribution flexibility.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the award, stated that, "The Annual SPARC Awards, the only industrywide vendor recognition program in mass-market retailing, represents the highest honor that can be paid to a supplier serving the industry. In the midst of the highly competitive retailer environment, we are extremely honored to have again, earned such a prestigious award.

"We will continue to focus our efforts on satisfying the needs of our customers and upholding the level of service for which we have been recognized.

"I would like to express my sincere thanks to our employees and business partners worldwide for their many

contributions to the success of our business. We will continually strive to exceed our customers expectations," concluded Rubin.

The 2002 SPARC Awards will be presented at a special banquet in Chicago on Monday, August 12, 2002.

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(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., and Sunbeam(R) licensed from Sunbeam Corporation. Helen of Troy's owned trade names include Dazey(R), Caruso(R), Karina(R) and DCNL. 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.

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