Helen of Troy

NEWS RELEASE

Helen of Troy Limited Reports Record Sales and 2nd Quarter/6 Months Results

10/5/2000

EL PASO, Texas, Oct. 5 /PRNewswire/ -- Helen of Troy Ltd. (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today reported sales and earnings for the second quarter and six months ended Aug. 31, 2000.

Second quarter net income was $3,746,000, or 13 cents per diluted share, compared with $8,140,000, or 27 cents per diluted share for the same period a year earlier. Excluding last year's second quarter investment gains of $5,546,000, primarily attributable to the Company's investment in General Housewares Corp., earnings per share for last year's second quarter would have been 9 cents per diluted share compared with 13 cents per diluted share for this year's second quarter, an increase of 44 percent. Second quarter sales increased 23 percent to a record $88,233,000 from sales of $71,520,000 for the same period of the prior year.

Net income for the first half of this year was $6,080,000, or 21 cents per diluted share, versus $13,986,000, or 46 cents per diluted share in the comparable period last year. Excluding last year's investment gains, net income for the first half of last year would have been $8,440,000, or 28 cents per diluted share. First half sales climbed 14 percent to a record $164,344,000 from sales of $143,708,000 for last year's first half.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the results for the quarter, stated that "Second quarter sales increased 23 percent over prior year's second quarter and were driven by new business from the Sunbeam clipper lines, the Tactica International acquisition, as well as growth in our core business lines. Increases in selling, general and administrative expenses for the quarter were primarily due to Tactica International. However, SG&A expenses as a percent of sales have declined from 34.7 percent for the first quarter of this year to 33.5 percent for the second quarter.

Sales of the Company's new 1875 watt quiet dryer, the quietest such dryer on the market, and our new halogen technology products are expected to contribute to record second half sales. These new products will be advertised extensively nationwide," Rubin concluded.

In September of 1999, the Company's Board of Directors authorized the repurchase of up to three million shares of the Company's common stock. As of October 4, 2000, the Company has repurchased 1,012,704 shares at a cost of $7,060,473.

The Company will host a live simulcast of its earnings conference call via the Internet, on October 5, 2000, beginning at 11:00 am EDT. Individuals interested in accessing this call are invited to log-on to the Company's website at www.hotus.com, or the www.streetfusion.com website. A replay of this conference call will be available through January 5, 2001, at the above listed sites, as well as www.streetevents.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, depilatories 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 29, 2000.

HELEN OF TROY LIMITED Comparative Analysis (Unaudited)
(In thousands, except shares and earning per share)

	For the Three Months Ended		For the Six Months Ended	
	8/31/00	8/31/99	8/31/00	8/31/99
Net Sales	$88,233	$71,520	$164,344	$143,708
Cost of Sales	54,416	44,525	100,598	87,764

Gross profit	33,817	26,995	63,746	55,944
Selling, general and administrative expenses	29,600	23,266	56,002	44,831
Operating Income	4,217	3,729	7,744	11,113
Other income (expenses):				
Interest expense	(1,038)	(844)	(2,020)	(1,380)
Interest income	210	237	575	566
Other income, net	229	5,707	268	5,837
Total other income (expense)	(599)	5,100	(1,177)	5,023
Earnings before income taxes	3,618	8,829	6,567	16,136
Income tax expense (benefit)	(128)	689	487	2,150
Net earnings	$3,746	$8,140	$6,080	$13,986
Earnings per share - diluted	$.13	$.27	$.21	$.46
Weighted average shares used in computation	28,793,026	30,353,589	28,955,461	30,142,326

SELECTED CONSOLIDATED BALANCE SHEET INFORMATION

	8/31/00	8/31/99
Cash	$5,996,000	$18,669,000
Short Term Market Investments	767,000	16,790,000
Accounts receivable	72,460,000	67,076,000
Inventory	105,523,000	94,859,000
Total current assets	193,125,000	204,074,000
Total assets	313,777,000	314,841,000
Total current liabilities	48,579,000	45,345,000
Total long term liabilities	55,000,000	55,450,000

Stockholders' equity	$210,198,000	$214,046,000

SOURCE Helen of Troy Ltd.

Web site: http: //www.streetfusion.com http://www.hotus.com

Company News On-Call: http: //www.prnewswire.com/comp/132519.html or fax, 800-758-5804, ext. 132519

CONTACT: Robert D. Spear, Vice President and CIO of Helen of Troy Ltd., 915-225-4748