Helen of Troy

NEWS RELEASE

Helen of Troy Limited Reports Record Sales and Record Earnings for Fiscal Year 2002

5/6/2002

Fourth Quarter Sales Increase 32%

Fourth Quarter Net Income Increases 31%

Fiscal Year Sales Increase 25%

Fiscal Year Operating Income Increases 81%

Fiscal Year Net Income Rises 69%

Continued Growth Forecast for Next Fiscal Year

HAMILTON, Bermuda, May 6 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE) designer, developer and worldwide marketer of brand-name personal care products, today reported record sales and increased earnings for the fourth quarter and year ended Feb. 28, 2002.

Fourth quarter sales increased 32 percent to a record $103,068,000, from $77,948,000 in the same period of the prior year. Net income for the quarter was $4,354,000 or 15 cents per diluted share, compared with $3,312,000 or 12 cents per diluted share for the same period a year earlier, an increase in net income of 31 percent. Net sales for the twelve months climbed 25 percent to a record $451,249,000 in fiscal 2002, versus $361,398,000 in fiscal 2001. Operating income for fiscal 2002 was $41,657,000 or 9.2 percent of sales, versus $22,996,000 or 6.4 percent of sales in the prior year, an increase of 81 percent year over year. Net income rose to a record $29,215,000 or 69 percent

higher than the $17,332,000 reported in fiscal 2001. Net income per diluted share increased 67 percent to a record $1.00 in fiscal 2002 compared to $.60 per diluted share in fiscal 2001.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, stated, "We have met or exceeded every major objective related to sales, income and expense control that we set for ourselves a year ago and expect to continue that process through the current year as well. Sales increases were 32 and 25 percent respectively, for the fourth quarter and full year ended Feb. 28, 2002. These sales increases were driven primarily by increased sales of beauty and personal care products from our Professional division, consumer health and wellness products, international personal care products, and our retail personal care products. Our retail personal care products include Revlon, VS Sassoon and Sunbeam hair care appliances, as well as the new Sunbeam clipper lines. Health and wellness products showing large increases include our spa and massager products, as well as the related product sales of Dr. Scholl's and Tactica International.

"Over the fourth quarter and past year, Tactica International has seen sales growth driven by several product lines. These lines include the six products in the Epil-Stop line of depilatory and hair removal products, the three products in the Twist-A-Braid product line, and the eight products in the ElectroSage line of fitness products. Next year, we expect Epil-Stop unit sales to continue to increase, but they should represent a smaller percent of total sales, as overall sales are also expected to increase. Epil-Stop continues to be a popular product line accounting for approximately 50 percent of Tactica International sales and continuing to do very well. Tactica International also experienced a significant shift in distribution channels, as it has successfully moved several product categories to the retail store channel with increased distribution, including the Epil-Stop products. Approximately 60 percent of sales last quarter were made through retail store distribution channels, including most major drug chains and several mass merchandisers, with the remaining sales occurring principally through the direct response sales channel. Tactica's retail partners benefit from the direct response television advertising that helps drive retail sales, and they also appreciate that our product lines often draw customers into their stores for purchases beyond just our product offerings. Over the past year, Tactica retail store distribution expanded from approximately 14,000 stores during the first quarter to approximately 42,000 stores in the most recent quarter.

"Twelve new products are being introduced by Tactica International this year. These products include a line of pore cleansing and skin care products, a line of nail care products, additional products in the depilatory and hair removal category, and a unique line of hair coloring applicator products.

"For both Helen of Troy and Tactica International, the new products introduced at the January 2002 International Housewares Show in Chicago are expected to drive sales this coming year, which include the expansion of product offerings featuring our unique Ion technology in both VS Sassoon and Revlon product lines. New Dr. Scholl's and Sunbeam product offerings in the spa, health and wellness product categories and continued sales of our existing

quiet dryer models, will also drive further growth in fiscal 2003.

"For the next fiscal year ending February 2003, we expect overall sales growth in the 10 to 15 percent range, with earnings per share expected to be in the $1.15 to $1.20 range, or 15 to 20 percent ahead of this past year, excluding any one time adjustments related to the adoption of Financial Accounting Standards Board (FASB) Statement No. 142 "Goodwill and Other Intangible Assets". These estimates include the expectation that only our 55 percent ownership interest in Tactica International will be included in our total net income beginning in approximately the second half of the year, when Tactica's acquired deficit is fully extinguished.

"Helen of Troy was also recognized on March 8th by Tom Coughlin, President and CEO of Wal-Mart Stores/Supercenter USA, by being named "Supplier of the Fourth Quarter" for Small Appliances - Department 15, for excellent performance and commitment to service. We appreciate and thank Wal-Mart for this special recognition," Rubin concluded.

Russell Gibson, Senior Vice President and Chief Financial Officer commented, "We are very pleased with our fourth quarter and full-year fiscal 2002 results. Not only did our operating performance improve, but we also achieved significant improvement in cash flows, which strengthened our financial position. Earnings before interest, taxes, depreciation and amortization (EBITDA), for fiscal 2002 was $50.7 million versus $32.5 million for the prior year, an increase of 56 percent. Working capital improved 21 percent to $191.4 million, with stockholders' equity growing to $250.3 million. We closed the year with $64.3 million in cash. While sales increased 25 percent, receivables grew by only 9 percent and inventory declined by 15 percent. We have no outstanding borrowing under our working capital facility and long-term debt remains at $55 million. With the improvement in our working capital and liquidity, and low debt structure, we are in an excellent position to finance our expected growth and take advantage of acquisition opportunities," Gibson concluded.

The Company will conduct a teleconference in conjunction with today's release. The teleconference begins at 11 a.m. ET today, Monday, May 6, 2002. Members of the news media, investors and the general public are invited to access a live broadcast of the conference call via the Investor Relations page of the Company's website at www.hotus.com or via CCBN's Investor Distribution Network at www.companyboardroom.com for individual investors and www.streetevents.com for institutional investors. The event will be archived and available for replay through May 31, 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) and Oster(R) brands, 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, 2001 and/or the company's Form 10-Q for the period ended November 30, 2001.

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

	For the Three Months Ended		For the Year Ended	
	02/28/02	02/28/01	02/28/02	02/28/01
Net Sales	$103,068	$77,948	$451,249	$361,398
Cost of Sales	54,751	46,224	238,859	220,530
Gross profit	48,317	31,724	212,390	140,868
Selling, general and administrative expenses	41,476	27,910	170,733	117,872
Operating Income	6,841	3,814	41,657	22,996
Other income/(expenses):				
Interest Expense	(950)	(985)	(4,256)	(3,989)
Interest Income	289	127	727	931
Other Income, Net	181	896	419	952
Earnings before income taxes	6,361	3,852	38,547	20,890

Income tax expense	2,007	540	9,332	3,558
Net earnings	$4,354	$3,312	$29,215	$17,332
Net earnings/(loss) per share	$.15	$.12	$1.00	$.60
Weighted average shares used in computation	29,617,000	28,370,000	29,199,000	28,729,000

SELECTED CONSOLIDATED BALANCE SHEET INFORMATION

	As of: 02/28/02	As of: 02/28/01
Cash	$64,293,000	$25,937,000
Short Term Market Investments	145,000	1,956,000
Accounts receivable	69,943,000	64,310,000
Inventory	100,306,000	118,544,000
Total current assets	243,670,000	220,381,000
Total assets	357,558,000	337,181,000
Total current liabilities	52,232,000	62,572,000
Total long term liabilities	55,000,000	55,000,000
Stockholders' equity	$250,326,000	$219,609,000

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