Helen of Troy

NEWS RELEASE

# Helen of Troy Limited To Release and Webcast Second Quarter FinancialResults Thursday, October 2, 2003

9/16/2003

EL PASO, Texas, Sep 16, 2003 (BUSINESS WIRE) -- Helen of Troy Limited (NASDAQ:HELE) designer, developer and worldwide marketer of brand-name personal care products, today announced it will release second quarter financial results, prior to the opening of trading on Thursday, October 2, 2003.

The Company's earnings conference call has been scheduled for Thursday, October 2, 2003, at 11:00 a.m. ET. Gerald J. Rubin, Chairman, Chief Executive Officer and President, Christopher Carameros, Executive Vice President, Thomas J. Benson, Senior Vice President, Chief Financial Officer, and Robert D. Spear, Senior Vice President, Chief Information Officer will host the conference call. 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**. The webcast is also being distributed over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors can listen to the call through CCBN's individual investor center at **www.companyboardroom.com**. Institutional investors can access the call via CCBN's password protected event management site at **www.streetevents.com**. This event will be archived and available for replay through November 30, 2003.

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, paraffin baths, liquid hair styling products, body powder and skin care products. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon(R), licensed from The Procter & Gamble Company, Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R),

licensed from Schering-Plough HealthCare Products, Inc., Sunbeam(R) licensed from American Household, Inc., Sea Breeze(R), licensed from Shisheido Corporation, and Vitapointe(R) licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned trade names include Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi (TM), Isobel(TM), WaveRage(R), Vitalis(R), Final Net(R), Ammens(R), and Condition 3-in-1(R). 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. These forward-looking statements include the Company's expectation regarding overall sales increases and earnings per share increases for the fiscal year ending February 28, 2004. 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, 2003 and the Form 10Q for the quarter ended May 31, 2003.

SOURCE: Helen of Troy Limited

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