Helen of Troy

NEWS RELEASE

Helen of Troy Limited Updates Fourth Quarter and Fiscal Year 2005 Sales and Earnings Guidance

2/22/2005

EL PASO, Texas, Feb. 22 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE) designer, developer and worldwide marketer of brand-name personal care and household consumer products, today reported that projected sales for the fiscal fourth quarter, ending February 28, 2005, are now expected to be a record fourth quarter sales of approximately $120 million versus sales of $113 million in the previous fourth quarter. The Company had previously forecasted sales in the fourth quarter to be within a range of $136 million to $146 million.

The Company believes that fourth quarter sales were impacted by softer than expected holiday season sales across many categories of merchandise for certain retailers. This, in turn, resulted in lower sales by the company to these retailers in late January and early February as the customers lowered their overall inventory levels. Sales in the later part of February have begun to return to our prior expected levels. The Company has not lost any customers or channels of distribution and does not believe that the fourth quarter sales reductions will have a long-term impact on overall sales.

We are now forecasting fiscal year 2005, which ends February 28, 2005, to have record sales of approximately $574 million, a 21 percent increase over the prior year sales of $475 million. Fourth quarter earnings guidance is revised to $0.35 to $0.45 per diluted share. The company had previously forecasted earnings of $0.58 to $0.63 per diluted share. Earnings for fiscal year 2005, ending on February 28, 2005, are now expected to be in the range of $2.33 to $ 2.43 per diluted share, an increase of 20 to 25 percent from fiscal year 2004 earnings of $1.94 per diluted share.

Sales and earnings guidance for fiscal year 2006, ending February 28, 2006, provided on January 6, 2005, remains unchanged. Sales for next fiscal year, beginning March 1, 2005, are currently forecasted to be in the range of $645 to $660 million. The Company also reaffirms its fiscal year 2006 earnings per share guidance of $2.90 to $3.00 per diluted share.

We are also pleased to announce that the Company will be introducing approximately 85 new products at the International Home and Housewares Show in Chicago, Illinois from March 20-22, 2005.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company's personal care 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 household products include consumer product tools in the kitchen, cleaning, barbecue, barware, storage, organization, garden and automotive categories. 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), Health at Home(R) and Health o meter(R) licensed from Sunbeam Products, Inc., Sea Breeze(R), licensed from Shiseido Company Ltd., and Vitapointe(R), licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned brands include OXO(R), Brut(R), Vitalis(R), Final Net(R), Ammens(R), Condition 3-in-1(R), Skin Milk(R), TimeBlock(R), Epil-Stop(R), Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi(TM), Isobel(TM) and WaveRage(R). The Company markets hair and beauty care products under the owned brands of Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), and Wigo(R) trademarks to the professional beauty salon industry.

This press release contains certain forward-looking statements, which are subject to change. The forward looking statements included in this press release among others includes, the statement regarding the projected sales and earnings for the fourth fiscal quarter of the fiscal year ending February 28, 2005 and the fiscal years ending February 28, 2005 and February 28, 2006. A number of risks or uncertainties could cause actual results to differ materially from historical or anticipated results. 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 sections of the Company's Form 10-K for the year ended February 29, 2004 and the Form 10-Q for the quarters ended May 31, August 31, and November 30, 2004 (the "SEC Filings") entitled "Forward-Looking Information and Factors that May Effect Future Results." In particular, our SEC Filings have noted the following: "We currently do not have contracts with our major customers that require them to purchase a minimum amount of our products. Most of our major customers purchase our products electronically through electronic data interchange and expect us to promptly deliver products from our existing inventories to the customers' retail stores or distribution centers. This method of ordering products allows our customers to immediately respond to changes in demands of their retail customers.

From time to time we provide projections to our shareholders and the investment community of our future sales and earnings. Since we do not have long-term purchase commitments from our major customers and the customer order and ship process is short, it is difficult for us to accurately predict the amount of our sales and related earnings. Our projections are based on management's best estimate of sales using historical sales data and other information deemed relevant. These projections are highly subjective since sales to our customers can fluctuate substantially based on the demands of their retail customers." Accordingly, investors should note place undue reliance on our projections.

Contact:
Robert D. Spear
Senior Vice President and CIO
915-225-4748

SOURCE Helen of Troy Limited
-0- 02/22/2005
/CONTACT: Robert D. Spear, Senior Vice President and CIO of Helen of Troy Limited, +1-915-225-4748/
/Web site: http://www.hotus.com /
(HELE)

CO: Helen of Troy Limited
ST: Texas
IN: HOU
SU: ERP

AA
-- NYTU069 --
8385 02/22/2005 07:30 EST http://www.prnewswire.com