Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Expand Distribution Center Operation for the Eastern United States

5/6/2005

EL PASO, Texas, May 6 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced the completion of an agreement for the construction and purchase of a 1,200,000 square foot distribution center in Southaven, Mississippi which will expand its eastern United States distribution capacity to accommodate the distribution needs of the Company's recently acquired OXO International. The state of the art warehouse and distribution center will increase the Company's presence in Southaven, Mississippi to 1,200,000 square feet from 619,000.

Gerald J. Rubin, Chairman, Chief Executive Officer, and President commenting on the expansion stated, "This new distribution center will replace our existing facility and will also provide for projected increased sales in our other product categories. Helen of Troy is very pleased with its DeSoto County/ Southaven facility and workforce, and is expanding its overall business operation to accommodate expected future growth of the Company. Hillwood Investment Properties, a Perot Company, is developing the facility for Helen of Troy at their DeSoto Trade Center."

"Hillwood is excited to have a global leading company like Helen of Troy as the lead customer in the latest phase of DeSoto Trade Center," said Preston Herold, marketing director of Hillwood Investment Properties.

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 Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), and Wigo(R) owned brands 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 not to 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 is 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 entitled "Forward-Looking Information and Factors that May Effect Future Results."

SOURCE Helen of Troy Limited
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