



NEWS RELEASE

Helen of Troy Limited to Host Investor Day Meeting in New York City on Tuesday, May 12, 2015

5/5/2015

EL PASO, Texas--(BUSINESS WIRE)--May 5, 2015-- Helen of Troy Limited (NASDAQ, NM:HELE) designer, developer and worldwide marketer of brand-name housewares, healthcare/home environment, nutritional supplement and personal care consumer products, today announced that Julien Mininberg, Chief Executive Officer, and members of the executive management team will discuss the Company's transformation initiatives and long-term growth strategies at an investor day meeting for institutional investors and analysts. The meeting will be held on Tuesday, May 12, 2015 in New York City from 11:00 a.m. to 2:00 p.m. Eastern Time.

The event will be webcast live and may be accessed at [www.hotus.com/ Calls & Webcasts](http://www.hotus.com/Calls%20&%20Webcasts). A replay of the webcast will be available for 90 days following the event.

About Helen of Troy Limited:

Helen of Troy Limited is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including: Housewares: OXO®, Good Grips®, Soft Works®, OXO tot® and OXO Steel®; Healthcare/Home Environment: Vicks®, Braun®, Honeywell®, PUR®, Febreze®, Stinger®, Duracraft® and SoftHeat®; and Personal Care: Revlon®, Vidal Sassoon®, Dr. Scholl's®, Pro Beauty Tools®, Sure®, Pert®, Infusium23®, Brut®, Ammens®, Hot Tools®, Bed Head®, Karina®, Ogilvie® and Gold 'N Hot®. The Nutritional Supplements segment was formed with the recent acquisition of Healthy Directions, a U.S. market leader in premium doctor-branded vitamins, minerals and supplements, as well as other health products sold directly to consumers. The Honeywell® trademark is used under license from Honeywell International Inc. The Vicks®, Braun®, Febreze® and Vidal Sassoon® trademarks are used under license from The Procter & Gamble Company. The Revlon® trademark is used under license from Revlon Consumer Products Corporation. The Bed Head® trademark is used under license from Unilever PLC. The Dr. Scholl's® trademark is

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Source: Helen of Troy Limited

Investors:

ICR, Inc.

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