

Helen of Troy Limited to Launch Special Collection of 'Twilight' Limited Edition Hair Appliances Licensed from Summit Entertainment

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Helen of Troy Secures Global Rights to Market PRO Beauty Tools® Twilight Limited Edition Collection Coinciding With Big Screen and DVD Releases

EL PASO, Texas, Oct. 4, 2011 /PRNewswire via COMTEX/ -- Helen of Troy Limited (NASDAQ, NM: HELE) designer, developer and worldwide marketer of brand-name household and personal care products, today announced that it has acquired a global license to 'The Twilight Saga' from Summit Entertainment in order to market a special collection of styling appliances under their PRO Beauty Tools® brand. The exclusive 'Twilight' Limited Edition Collection by PRO Beauty Tools is set for retail launch on October 1, 2011, just prior to 'The Twilight Saga: Breaking Dawn - Part 1' hitting theaters on November 18th.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, stated, "Helen of Troy is delighted to be working with Summit Entertainment because both companies are dedicated to the same target audience, young women who demand cutting edge trends with a great flair of style. There is a lot of synergy between our Pro Beauty Tools brand and The Twilight Saga phenomenon. Together we have the opportunity to bring value-added products to a fan base that is thirsting for more brand extensions."

Summit Entertainment, the film studio behind 'The Twilight Saga' film franchise, which has already released 'Twilight,' 'The Twilight Saga: New Moon,' and 'The Twilight Saga: Eclipse,' has given PRO Beauty Tools a license to develop, produce, and distribute Twilight Saga branded hair appliances and beauty tools worldwide. PRO Beauty Tools 'Twilight' Limited Edition will continue to be marketed in conjunction with the DVD release launch of 'The Twilight Saga: Breaking Dawn - Part 1' in 2012, as well as with the final chapter of the film series set to come out next year.

Robert Ballard, Vice President of Retail Marketing for Helen of Troy, stated, "The new 'Twilight' line is taking Pro Beauty Tools to new heights and creating consumer excitement like we have never seen before. The new Pro Beauty Tools line, consisting of five styling appliances and a collect of professional brushes, is designed to easily create favorite 'Twilight' character looks. Each cast member is known for his or her specialized hair style. We believe the new line will help capture the trendy looks that millions of fans worldwide desire."

The Pro Beauty Tools brand is currently available at Walmart, Target, Walgreens and most fine retailers. Please visit <http://www.probeautytools.com/> to experience the full collection and view exciting "how to" videos.

The next chapter of 'The Twilight Saga' will be released as two separate films with the first of the two -- 'The Twilight Saga: Breaking Dawn - Part 1' -- slated to be released in theatres on November 18, 2011 and the second coming to theatres on November 16, 2012. Academy Award® winner Bill Condon directed both films starring Kristen Stewart, Robert Pattinson and Taylor Lautner. 'The Twilight Saga: Breaking Dawn - Part 1,' Bella (Stewart) and Edward (Pattinson), plus those they love, must deal with the chain of consequences brought on by a marriage and honeymoon, and the tumultuous birth of a child ... which brings an unforeseen and shocking development for Jacob Black (Lautner). With more of the romance, passion, intrigue and action that made 'Twilight,' 'The Twilight Saga: New Moon' and 'The Twilight Saga: Eclipse' worldwide blockbusters, 'The Twilight Saga: Breaking Dawn - Part 1,' based on Stephenie Meyer's bestselling book series, begins the conclusion of the tale of vampire love, boundless friendship, acceptance, and finding your true self. The project, based on the fourth novel in author Stephenie Meyer's Twilight series, is written by Melissa Rosenberg with Wyck Godfrey, Karen Rosenfelt and Stephenie Meyer producing.

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®, OXO Good Grips®, OXO Soft Works® and OXO Steel®; Personal Care: Revlon®, Vidal Sassoon®, Dr. Scholl's®, Scholl®, Pro Beauty Tools®, Sure®, Pert Plus®, Infusium23®, Brut®, Ogilvie®, Ammens®, Hot Tools® and Gold 'N Hot®; and Healthcare/Home Environment:Vicks®, Braun®, Honeywell®, Stinger®, Duracraft®, Protec® and SoftHeat®. For more information, please visit www.hotus.com

About Summit Entertainment, LLC: Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC releases on average 10 to 12 films annually.

This press release may contain 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. The forward-looking statements contained in this press release should be read in conjunction with, and are subject to and qualified by, the risks described in the Company's Form 10-K for the year ended February 28, 2011 and in our other filings with the SEC.

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