Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Present at Banc of America Securities 2005 Consumer Conference

3/9/2005

EL PASO, Texas, March 9 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, announced today that Gerald J. Rubin, the Company's Chairman, Chief Executive Officer, and President, and Christopher Carameros, the Company's Executive Vice President, will be speaking at the Banc of America Securities 2005 Consumer Conference at 8:00 am Eastern time on Wednesday, March 16, 2005. The conference is being held at the New York Palace Hotel in New York City.

The scheduled presentation can be accessed via the Investor Relations page of the Company's website at http://www.hotus.com . The presentation will be archived on the company's website for two weeks.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade names 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), Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi(TM), and Isobel. 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), and Wigo(R) trademarks 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 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 is included in the Company's Form 10-K for the year ended February 29, 2004, and the Form 10-Qs dated May 31, 2004, August 31, 2004 and November 30, 2004.

SOURCE Helen of Troy Limited
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(HELE)

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