



NEWS RELEASE

## Helen of Troy Limited to Present at the Barclays Back-to-School Consumer Conference

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EL PASO, Texas--(BUSINESS WIRE)--Aug. 28, 2014-- Helen of Troy Limited (NASDAQ, NM:HELE) designer, developer and worldwide marketer of brand-name housewares, healthcare/home environment and personal care consumer products, today announced that it will present at the Barclays Back-to-School Consumer Conference held at the InterContinental Hotel in Boston, MA on Wednesday, September 3, 2014 at 8:15 a.m. Eastern Time.

The presentation will be hosted by Julien R. Mininberg, Chief Executive Officer, and Brian Grass, Chief Financial Officer. A live audio webcast of the presentation can be accessed via the Investor Relations section of the Company's website at <http://www.hotus.com> and a replay will remain available for 30 days.

### 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 Company recently acquired 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 used under license from

MSD Consumer Care, Inc.

For in-depth information about Helen of Troy, please visit [www.hotus.com](http://www.hotus.com).

Source: Helen of Troy Limited

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