Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Present at the Roth Capital Partners 17th Annual Growth Stock Conference

2/22/2005

EL PASO, Texas, Feb 22, 2005 /PRNewswire-FirstCall via COMTEX/ -- Helen of Troy Limited (Nasdaq: HELE) designer, developer and worldwide marketer of brand-name personal care and household consumer products, announced today that it will be presenting at the Roth Capital Partners 17th Annual Growth Stock Conference on February 22, 2005 in Dana Point, California.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, will discuss both the historical and future direction of Helen of Troy Limited to attendees of the conference. He will also be available to meet with interested investors.

The Company's presentation is scheduled to begin at 9:30 A.M. PST on February 22, 2005. The presentation is expected to last approximately 25 minutes, and will be broadcast live on the Internet. The presentation can be accessed via the Investor Relation page of the Company's website at http://www.hotus.com . The webcast of this event will be archived 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 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 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 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

Robert D. Spear, Senior Vice President and CIO of Helen of Troy Limited,
+1-915-225-4748

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