Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Release and Webcast First Quarter Financial Results on Thursday, July 7, 2011

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EL PASO, Texas, June 23, 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 will release first quarter financial results prior to the opening of trading on Thursday, July 7, 2011.

The Company's quarterly earnings conference call has been scheduled for Thursday, July 7, 2011, at 11:00 a.m. ET. Gerald J. Rubin, Chairman, Chief Executive Officer and President, Thomas J. Benson, Senior Vice President, Chief Financial Officer and Robert D. Spear, Senior Vice President, Chief Information Officer will host the conference call. Members of the news media, investors and the general public are invited to access a live broadcast of the conference call via the Investor Relations section of the Company's website at **http://www.hotus.com/**. This event will be archived and available for replay through August 31, 2011.

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**.

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.

SOURCE Helen of Troy Limited