Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Release and Webcast Fourth Quarter/Year End Financial Results on May 8, 2001

5/1/2001

EL PASO, Texas, May 1 /PRNewswire/ -- Helen of Troy Ltd. (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced its plans to release fourth quarter and year end financial results, prior to the opening of trading on Tuesday, May 8, 2001.

The Company's earnings conference call has been scheduled for Tuesday, May 8, 2001, at 11:00 a.m. EDT. Gerald J. Rubin, Chairman, Chief Executive Officer and President, Russell G. Gibson, 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's Relations page of the Company's website at www.hotus.com or via StreetFusion, at www.streetfusion.com. The event will be archived and available for replay through June 30, 2001.

Helen of Troy Limited is a leading designer, producer and marketer of brand name consumer products. The Company's products include hair dryers, curling irons, hair setters, women's shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths, body massagers, depilatories and paraffin baths. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under the licensed trade names of Vidal Sassoon, licensed from Procter & Gamble Co., the trademark Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., the trademark BARBIE(TM), owned by and used under license from Mattel, Inc., and Sunbeam(R) and Oster(R) brands, licensed from Sunbeam Corporation. Helen of Troy's owned trade names include Dazey, Caruso, Karina and DCNL. The Company also markets hair and beauty care products under the Helen of Troy, Hot Tools, Hot Spa, Salon Edition, Gallery Series, Wigo and Ecstasy trademarks to the professional beauty salon industry.

This press release may contain certain forward-looking statements, which are subject to change. The actual results

may differ materially from those described in any forward-looking statements. Additional information concerning potential factors that could affect the Company's financial results are included in the Company's Form 10-K for the year ended February 29, 2000.

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