Helen of Troy

NEWS RELEASE

Helen of Troy Limited to Report Record Sales and Increased Earnings for Third Quarter

12/20/2000

Sales for Third Quarter Expected to Increase 28 - 30 Percent

Quarterly EPS Expected to Increase 35 - 40 Percent

Quarterly Sales Exceed $100 Million for First Time in Company History

EL PASO, Texas, Dec. 20 /PRNewswire/ -- Helen of Troy Ltd. (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced that it expects to report record sales for the third quarter ended November 30, 2000, as well as for the fiscal year ending February 28, 2001. Net sales for the third quarter are expected to be approximately 28 - 30 percent ahead of the same period of a year ago. Sales for the third quarter will be approximately $115 million, compared with sales last year of approximately $90 million in the comparable period. This is the first time in the Company's history that quarterly sales have exceeded $100 million. During the second quarter ended August 31, 2000, sales increased 23 percent from the comparable period of the previous year.

Earnings per share for the third quarter are expected to be approximately 35 - 40 percent ahead of last year's third quarter results of 20 cents per share, in the range of 27 to 28 cents per share.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, stated that "We are pleased to see that sales increases occurring in our second quarter continue into the third quarter as well. This growth is being driven by increases in our core product sales, as well as new product introductions. We look forward to sharing more details

with everyone when we release our quarterly earnings, scheduled for January 10, 2001."

The Company will host a live simulcast of its earnings conference call via the Internet, on January 10, 2001, beginning at 11:00 am EST. Individuals interested in accessing the call are invited to log-on to the Company's website at www.hotus.com , or the www.streetfusion.com website. A replay of the conference call will be available through April 10, 2001, at the above listed sites, as well as www.streetevents.com.

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.
SOURCE Helen of Troy Limited
Web site: http: //www.streetfusion.com http://www.streetevents.com http://www.hotus.com
Company News On-Call: http: //www.prnewswire.com/comp/132519.html or fax, 800-758-5804, ext. 132519
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