Helen of Troy

NEWS RELEASE

Helen of Troy, Ltd. Supports National Medals Ceremony Through the President's Committee on the Arts and the Humanities

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WASHINGTON, March 28 /PRNewswire/ -- Helen of Troy, Limited (Nasdaq: HELE) of El Paso, Texas, has made a generous donation in support of the country's most important annual awards to distinguished American artists and humanists. President George W. Bush and First Lady Laura Bush, Honorary Chairman of the President's Committee on the Arts and the Humanities, will present national medals to 16 awardees at a spring ceremony in the nation's capital. Helen of Troy's contribution will make possible the 2001 medals ceremony, postponed from the fall.

Gerald J. Rubin, Chief Executive Officer and Chairman of the Board of Helen of Troy, stated, "Helen of Troy is pleased to be able to support the President's Committee on the Arts and the Humanities and its association with the national medals. Especially after September 11th, it is important to help reaffirm our country's core values, including our cultural life, which we so often take for granted. These awards exemplify the need to honor and acknowledge our great artists, writers, and teachers in our society and in our communities."

National Medal of the Arts awardees include the Alvin Ailey Dance Foundation; author Rudolfo Anaya; singer and songwriter Johnny Cash; actor and producer Kirk Douglas; painter Helen Frankenthaler; choreographer and dancer Judith Jamison; cellist Yo-Yo Ma; and director and producer Mike Nichols.

National Humanities medalists include historical illustrator Jose Cisneros; psychiatrist and medical humanist Robert Coles; teacher and literacy advocate Sharon Darling; historian and writer William Manchester; the National Trust for Historic Preservation; author Richard Peck; musicologist Eileen Jackson Southern; and author Tom Wolfe.

The Medal of Arts, established by Congress in 1984, honors individuals and organizations who, in the President's

judgment, are deserving of special recognition by reason of their outstanding contributions to the excellence, growth, support and availability of the arts in the United States. The National Humanities Medal honors individuals or groups whose work has deepened the nation's understanding of the humanities, broadened citizens' engagement with the humanities, or helped preserve and expand Americans' access to important resources in the humanities.

Each year, the two Endowments seek nominations from individuals and organizations across the country. The National Council on the Arts and the National Council on the Humanities, the Endowments' Presidentially-appointed advisory bodies, provide recommendations to the President, who selects the recipients.

Helen of Troy is a leading designer, producer, and marketer of personal care consumer products, which are sold worldwide under such respected trade names as Vidal Sassoon, Revlon, Dr. Scholl's, Sunbeam, Helen of Troy, Hot Tools and Wigo. The publicly traded company is one of El Paso's largest business employers and also maintains offices and warehouses in international locations.

Newly appointed Chairman of the President's Committee on the Arts and the Humanities Adair Margo noted, "Helen of Troy's contribution to President Bush's first award ceremony honoring the arts and humanities makes a wonderful statement that both individuals and businesses of all sizes and all locations in our country can support such vital activities."

The National Endowment for the Arts is an independent federal grant making agency that supports artistic excellence, access and education. The National Endowment for the Humanities is an independent federal grant making agency that is dedicated to supporting research, education, preservation, and public programs in the humanities. The President's Committee on the Arts and the Humanities, established by executive order, bridges the interests of federal cultural agencies and the private sector; supports special cultural projects of excellence that broaden access and increase participation; and helps incorporate the arts and humanities into White House objectives.

"We are thrilled that Helen of Troy has responded so magnanimously to our request," said Henry Moran, Executive Director of the President's Committee. "I know that President and Mrs. Bush join with the Committee, the National Endowment for the Arts, and the National Endowment for the Humanities in expressing our gratitude for the company's generosity."

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CONTACT: Robert D. Spear of Helen of Troy, Limited, +1-915-225-4748