Helen of Troy

NEWS RELEASE

Helen of Troy's Gerald J. Rubin to Present at the Bank of America Merrill Lynch 2011 Consumer Conference on March 10, 2011

3/1/2011

EL PASO, Texas, March 1, 2011 /PRNewswire 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 Gerald J. Rubin, the Company's Chairman, Chief Executive Officer, and President will speak at the Bank of America Merrill Lynch 2011 Consumer Conference at 8:00 am Eastern time on Thursday, March 10, 2011. The conference is being held at the New York Palace Hotel in New York City. The scheduled presentation can be accessed via the Investor Relations page of the Company's website at **http://www.hotus.com**. A replay will be available until March 25, 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(R), Good Grips(R), OXO tot(R) and Candela(R); Personal Care: Vidal Sassoon(R), Revlon(R), Dr. Scholl's(R), Sunbeam(R), BedHead(R), Pert Plus(R), Sure(R), Infusium23(R), Brut(R), Ogilvie(R), Sea Breeze(R), Ammens(R), Condition(R) 3-in-1, Helen of Troy(R), Hot Tools(R), Belson(R), Gold 'N Hot(R) and Wigo(R); and Health Care & Home Environment: Vicks(R), Braun(R), Honeywell(R), Stinger(R), Softheat(R) and Kaz(R).

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, 2010 and in our other filings with the SEC.

SOURCE Helen of Troy Limited