Helen of Troy

NEWS RELEASE

Helen of Troy's Gerald J. Rubin to be Honored as Humanitarian of the Year at the 14th Annual Housewares Charity Foundation Gala on March 7, 2011

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EL PASO, Texas, March 3, 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 be honored as Humanitarian of the Year by the Housewares Charity Foundation, at the 14th Annual Housewares Charity Foundation Gala on March 7, 2011. The Gala is a collaborative effort among housewares industry manufacturers, retailers and allied industry partners that coincides with the International Home + Housewares Show in Chicago. The Housewares Charity Foundation has raised over $20 million for a number of critical causes since its first gala in 1998, and it has contributed $10 million to the Breast Cancer Research Foundation.

Commenting on the honor, Mr. Rubin stated "I am humbled to be presented with such an honor and to join the prestigious list of past recipients. I also am honored to be able to join in this event and to help raise funds for the Housewares Charity Foundation's legacy charity, The Breast Cancer Research Foundation, as well as two of my personal selections, The Texas Tech University Breast Care Center and Cookies for Kids' Cancer."

Barbara Turf, CEO and President of Crate & Barrel will also be honored by the Housewares Charity Foundation at the Gala with its Lifetime Humanitarian award.

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 Form10-K for the year ended February28, 2010 and in our other filings with the SEC.

SOURCE Helen of Troy Limited