

immediate release

**HELEN OF TROY LIMITED ANNOUNCES
ACQUISITION OF GLOBAL INFUSIUM BRAND FROM PROCTER & GAMBLE**

EL PASO, Texas, Mar. 4 – Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, announced today that it has entered into an agreement with The Procter & Gamble Company (NYSE: PG) to acquire the global Infusium 23® hair care business for an undisclosed cash purchase price.

Infusium 23®, with its unique 80 plus year heritage, has established a trusted reputation with stylists and consumers through its transformational product performance. Shampoos, conditioners and trusted leave-in treatments from Infusium23® feature essential pro-vitamins and treatment ingredients. Infusium23® has become an icon for therapeutic hair care since its inception in 1924. The transaction is expected to close by March 31, 2009.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the acquisition stated, “We are very pleased to be acquiring the Infusium 23® brand from P&G. We currently have a leading position in hair care styling with our innovative appliance and accessory businesses and adding Infusium 23® will enhance our role as a comprehensive provider of solutions for our hair care consumers and styling professionals.

“We will quickly integrate Infusium 23® into our Idelle Labs division of skin and hair care products. We estimate that Infusium 23® will generate approximately \$40 million in sales on an annualized basis with products that will be marketed into both retail and professional trade classes. We expect the acquisition to be accretive immediately. Our Idelle Labs division sells branded products including Ogilvie®, Vitalis®, Final Net®, Vitapointe®, Condition 3-in 1®, Brut®, Sea Breeze® and Ammens® through professional, mass merchant, drug store and grocery distribution channels. We are excited to be adding this quality brand name to our existing worldwide distribution, and believe it will provide future value to our customers and shareholders alike,” Rubin concluded.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company’s personal care products include hair dryers, curling irons, hair setters, women’s shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths, body massagers, paraffin baths, liquid hair styling products, body powder and skin care products. The Company’s household products include kitchen tools, cutlery, bar and wine accessories, household cleaning

tools, tea kettles, trash cans, storage and organization products, gardening tools, kitchen mitts and trivets, barbeque tools, and rechargeable lighting products. The Company's products are sold to consumers by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trademarks including Vidal Sassoon®, licensed from The Procter & Gamble Company, Revlon®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's®, licensed from Schering-Plough HealthCare Products, Inc., Sunbeam®, Health at Home® and Health o meter® licensed from Sunbeam Products, Inc., Sea Breeze®, licensed from Shiseido Company Ltd., Vitapointe®, licensed from Sara Lee Household and Body Care UK Limited, Toni & Guy® outside of the Americas, licensed from Mascolo Limited, Bed Head® and TIGI® in the Americas licensed from MBL/TIGI Products, LP, and Toni&Guy® in the Americas licensed from MBL/TONI&GUY Products, LP. Helen of Troy's owned brands include OXO®, Good Grips®, Candela®, Brut®, Vitalis®, Final Net®, Ammens®, Condition® 3-in-1, SkinMilk®, Dazey®, Caruso®, Karina®, DCNL®, Nandi®, Isobel® and Ogilvie®. The Company markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, Wigo®, Fusion Tools®, Belson®, Belson Pro®, Gold 'N Hot®, Curlmaster®, Profiles®, Comare®, Mega Hot®, and Shear Technology® owned brands to the professional beauty salon industry.

This press release may contain forward-looking statements, which are subject to change. The forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any or all of the forward-looking statements may turn out to be wrong. They can be affected by inaccurate assumptions or by known or unknown risks and uncertainties. Many of these factors will be important in determining the Company's actual future results. Consequently, no forward-looking statement can be guaranteed. Actual future results may vary materially from those expressed or implied in any forward-looking statements. The forward-looking statements are qualified in their entirety by a number of risks that could cause actual results to differ materially from historical or anticipated results. Generally, the words "anticipates", "estimates", "believes", "expects" and other similar words identify forward-looking statements. The Company cautions readers not to place undue reliance on 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 29, 2008 and in our other filings with the SEC. Investors are urged to refer to the risk factors referred to above for a description of these risks. Such risks include, among others, requirements to accurately project product demand and the timing of orders received from customers, our relationship with key customers, our dependence on foreign sources of supply and foreign manufacturing, the impact of high costs of raw materials and energy on cost of sales and certain operating expenses, our dependence on the strength of retail economies, issues surrounding the impact of a prolonged recession, issues surrounding the integration of the Infusium 23 business, including diversion of management's attention from other business and difficulties in transitioning and preserving customer, contractor, supplier and other important third party relationships, the impact of continued disruption in U.S. and international credit market, and the highly subjective nature of projections of sales and earnings and the fact that future sales and earnings could vary in a material amount from our projections.

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