

immediate release

**HELEN OF TROY LIMITED
ANNOUNCES SENIOR MANAGEMENT APPOINTMENTS**

EL PASO, Texas, Mar. 8 – Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care products and household consumer products, today announced several senior management appointments and related organizational changes.

The El Paso, Texas corporate headquarters based sales functions have been reorganized into two groups. Art August has been promoted to the position of President - Professional Division, and Bart Plaumann has been appointed to the position of President - Retail Personal Care Division.

Art August joined Helen of Troy Limited in June 1989, as Regional Sales Representative in the Retail Appliances Division. Art has held various positions of increasing responsibility within the Company over the past 18 years and has served as Executive Vice President since January 2000.

Bart Plaumann joined Helen of Troy's senior management team in his new position on February 26, 2007. Previously, Mr. Plaumann held leadership positions with Jarden Consumer Solutions and The Holmes Group where he was Senior Vice President and General Manager of the Kitchen Strategic Business Unit for the last 6 years. In that position Mr. Plaumann had responsibility for a \$500 million business which was comprised of Crock Pot® slow cookers, RIVAL® cooking and entertainment appliances, and Food Saver® vacuum food storage appliances. Bart has worked for over 25 years in the small appliance industry, with extensive experience in the sales and marketing fields. He also held positions with Black and Decker and the Newell Companies. In addition to the Retail Appliance business, Bart's responsibilities will also include the Brush, Comb and Accessory Division.

Gerald J. Rubin, Chairman, CEO and President of Helen of Troy Limited, commenting on these new management appointments stated, "We congratulate Art on his promotion and know that he will have continued success in his new position. We are also very pleased to add Bart to our management team. With his extensive retail business experience in the areas of sales and marketing of retail consumer products, we are equally confident that his expertise, knowledge and skills will contribute to the future success of Helen of Troy.

"I am also pleased to announce that Michael Cafaro has been promoted to the position of Executive Vice President, and will be assuming additional senior management duties. Effective immediately, in

addition to his current responsibilities, Michael will assume overall responsibility for the Company's operations in China. Michael joined Helen of Troy in 1999 as a Senior Vice President of Engineering and Product Development, and is currently responsible for all global engineering and new product development. Michael, with his creativity and expertise in product development, will continue to provide Helen of Troy with innovative new products, containing both aesthetic and technological advances.

"As formerly announced, Richard R. Dwyer has been appointed Executive Vice President of Business Operations. His business experience includes serving as a performance improvement consultant, most recently at PricewaterhouseCoopers in their Retail and Consumer Products practice, and while a Partner at Ernst & Young, serving as Director of their Entrepreneurial Services Group. Additionally Dick spent seven years in executive management positions in the specialty retail sector.

"These new senior management appointments will focus our efforts on specific market segments and allow us to respond more effectively to our ever-changing and very demanding environment. Our concentrated efforts in our market categories will allow us to provide more efficient and effective services to all of our retail and professional customers," 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 consumer product tools in the kitchen, cleaning, barbecue, barware, storage, organization, garden, hardware, trash and automotive categories. The Company's products are sold to consumers by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks 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®, Time Block®, Epil-Stop®, Dazey®, Caruso®, Karina®, DCNL®, Nandi®, Isobel® and WaveRage®. The Company markets hair and beauty care

products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, Wigo® and Fusion Tools™ 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", "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 28, 2006 and in our other filings with the SEC. These risks are generally provided in our public filings under the heading "Quantitative and Qualitative Disclosures about Market Risk." Investors are urged to refer to the risk factors referred to above for a description of these risks.

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