

Helen of Troy®

One Helen of Troy Plaza
El Paso, Texas 79912
(915) 225-8000

FOR IMMEDIATE RELEASE

HELEN OF TROY LIMITED ACQUIRES MAJORITY INTEREST IN TACTICA INTERNATIONAL

EL PASO, Texas, May 11 – Helen of Troy Ltd. (NASDAQ, NM: HELE), a designer, developer and worldwide marketer of brand-name personal care products, today announced it has acquired a majority interest in Tactica International, of New York, NY, a maker of personal care appliances and houseware products.

Terms of the transaction were not disclosed.

Tactica International's product lines, which include the IGIA and Epil-Stop trade names, offer consumers a wide variety of unique personal care appliances, such as depilatories, paraffin baths and health wellness products. Tactica International also markets numerous houseware "niche" products, with an appeal to vendors and consumers alike.

Under the IGIA trade name, Tactica International produces a line of hair care products utilizing ion technology. This line includes the IGIA Ion-Aire hairdryer, which minimizes hair damage by reducing heat and decreasing blow-drying time. Marketed under the IGIA trade name is the Therma-Spa Paraffin Bath and the patented Touch 'N' Go Hair Removal System, a leader in the home hair removal market. Products marketed under the Epil-Stop trade names include a variety of topical products for long lasting, painless hair removal. To create product awareness and interest, Tactica International uses television infomercials and direct

response marketing extensively, and as a result, has secured product placements in numerous well-known personal care product catalogs.

Gerald J. Rubin, Helen of Troy's chairman and chief executive officer, commenting on product placement stated that, "Tactica International's products and distribution complement Helen of Troy's business and provides the basis for good incremental growth opportunities for both companies. Avi Sivan, Tactica's chief executive officer stated that, "This transaction provides the growth capital needed for IGIA to go to the next level and become a major supplier to our retailers worldwide. Helen of Troy is one of the leading marketers of personal care products and we are proud to be associated with them in this business venture".

Helen of Troy designs, produces and markets brand-name consumer products including hair dryers, curling irons, hair setters, women's shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths and body massagers. The Company's products are sold primarily through mass merchandisers, drug chains, warehouse clubs and grocery stores under the licensed trade names of Vidal Sassoon, licensed from Procter & Gamble Co., the trademark Revlon®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's, licensed from Schering-Plough HealthCare Products, Inc., the trademark BARBIE™, owned by and used under license from Mattel, Inc., and Sunbeam® and Oster® brands, licensed from Sunbeam Corporation. Helen of Troy's owned trade names include Dazey, Caruso, Karina and DCNL, with its Kurl*Mi, Heat*Mi, Detangle*Mi and Wrap*Mi lines of brushes and rollers. The Company also markets products under the Helen of Troy, Hot Tools, Hot Spa, Salon Edition, Gallery Series, Wigo and Ecstasy trade names to the professional beauty salon industry.

This press release may contain certain forward-looking statements, which are subject to change. The actual results may differ materially from those described in any forward-looking statements. Additional information concerning potential factors that could affect the Company's financial results are included in the Company's Form 10-K for the year ended February 28, 1999.

####