

immediate release

**HELEN OF TROY LIMITED OXO BRAND ENTERS OFFICE PRODUCTS
AND PHARMACEUTICAL DEVICES CATEGORIES WITH
ANNOUNCEMENT OF TWO STRATEGIC LICENSING AGREEMENTS**

EL PASO, Texas, May 15 – Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced that its 19-year old OXO brand, best-known for its user-friendly consumer products based on Universal Design, has entered into two key strategic licensing agreements with Staples Inc., the world’s largest office products company, and UCB, a global biopharmaceutical leader. The partnerships extend OXO’s reach into new categories.

The products resulting from the relationships represent a two-year development process utilizing OXO’s resources and design philosophy. Each product was subject to the same criteria all OXO products answer to during development. “With these partnerships, we were able to apply our design principles in a different setting. Both were collaborative processes from beginning to end and executed as if they were internal OXO projects,” said Alex Lee, President of OXO. “As OXO approaches its 20th anniversary, it’s only natural to extend the brand into uncharted territory. In our case, we want to extend that reach without compromising the principles that are core to the brand and its success.”

The office tool line, branded OXO Good Grips, offers a full assortment of more than 30 items from push pins and push pin dispensers to staplers and staple removers. As a nod to the creativity that collectively brought this collaboration to life, more than ten utility and design patents are pending on the line. The line is available exclusively at all Staples’ stores and staples.com beginning in May.

“Staples has admired the OXO Good Grips brand and the Company’s commitment to high-quality products, and we realized that together we could address an unmet need in the market to deliver new and functional products to solve everyday challenges,” said Mike Nelson, Vice President of Staples Brands.

OXO and UCB have come together to offer patients suffering from rheumatoid arthritis (RA) a syringe and packaging components that take into account some of the challenges they face when self-administering their medicine. UCB’s Cimzia[®] (*certolizumab pegol*) was approved this week by the U.S. Food and Drug Administration (FDA) and offers a treatment option for adults with moderately to severely active rheumatoid arthritis. The new syringe carries the Arthritis Foundation[™] Ease-of-Use Commendation, signifying a positive review of the syringe design by the Arthritis Foundation’s independent research laboratory. The prefilled syringe is now also available to U.S. Crohn’s patients taking Cimzia[®] for subcutaneous self-administration.

“One of the crucial elements in the development of the syringe was to accommodate users with different grip styles and strengths,” commented Lee. “Taking as many users’ needs into account as possible is at the heart of Universal Design. Applying the Universal Design concept means it’s not only easier for people with RA, but also those with Crohn’s disease as well as their care takers.”

According to a published report issued by UCB, “The approval of Cimzia[®] for moderate to severe rheumatoid arthritis in the United States is a major milestone for UCB, and most importantly, for people

seeking a new treatment option to manage this debilitating condition,” said Roch Doliveux, Chief Executive Officer of UCB Group. “UCB is committed to developing new therapies, such as Cimzia[®], to help meet the needs of patients living with rheumatoid arthritis and other immune diseases. I am also proud of our partnership with OXO GOOD GRIPS[®] and of the fact that RA patients were directly involved in the design and development of our new prefilled syringe, which is designed to make self-administration easy for people living with rheumatoid arthritis.”

About Helen of Troy Limited

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, 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 store 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[®], Infusium 23[®], 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.

About OXO

Founded in 1990 on the concept of Universal Design, OXO's mission is to create consumer household products that ease the tasks of everyday life for the widest range of users possible. Since the original 15 items were introduced, the OXO collection has grown to more than 800 strong, covering areas for cooking, cleaning, gardening, storing, organizing and lighting. Today OXO Good Grips products are sold in 54 countries and are included in the permanent collections of numerous museums. The company has won more than 100 design and business awards worldwide. OXO is very frequently used as a case study on how a well-executed Universal Design philosophy can be a successful business strategy

About Staples

Staples, the world’s largest office products company, is committed to making it easy for customers to buy a wide range of office products, including supplies, technology, furniture, and business services. With 2008 sales of \$23 billion and 91,000 associates worldwide, Staples serves businesses of all sizes

and consumers in 27 countries throughout North and South America, Europe, Asia and Australia. In July 2008, Staples acquired Corporate Express, one of the world's leading suppliers of office products to businesses and institutions. Staples invented the office superstore concept in 1986 and is headquartered outside Boston. More information about Staples (NASDAQ: SPLS) is available at www.staples.com.

About UCB

UCB, Brussels, Belgium (www.ucb.com) is a biopharmaceutical company dedicated to the research, development and commercialization of innovative medicines with a focus on the fields of central nervous system and immunology disorders. Employing approximately 10,000 people in over 40 countries, UCB generated revenue of EUR 3.6 billion in 2008. UCB is listed on Euronext Brussels (symbol: UCB).

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 28, 2009 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 markets, the impact of potential changes in law, including U.S. tax laws 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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