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FOR IMMEDIATE RELEASE

**HELEN OF TROY LIMITED
AUTHORIZES REPURCHASE OF UP TO
3,000,000 SHARES OF ITS COMMON STOCK**

El Paso, Texas, September 30 - Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer, and worldwide marketer of brand-name personal care products, today announced that its Board of Directors has authorized the repurchase of up to 3,000,000 shares of its common stock, or approximately 10% of its shares outstanding.

Repurchases will be effected from time to time in open market or privately negotiated transactions. The timing and amounts of future purchases will depend on market conditions.

“The authorization of this Repurchase Program reflects the continued financial strength of Helen of Troy and our confidence in the long-term growth and profitability of the company,” said Gerald J. Rubin, Chairman and Chief Executive Officer. “We believe Helen of Troy shares represent an outstanding investment opportunity and this Repurchase Program will provide excellent value to our shareholders.”

Helen of Troy designs, produces and markets brand-name hair dryers, curling irons, hair setters, women’s shavers, brushes, combs, hair accessories, mirrors, artificial

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fingernails and “comfort products” such as foot baths and body massagers. Helen of Troy 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., Dr. Scholl’s, licensed from Schering-Plough HealthCare Products, Inc., the trademark Revlon licensed from Revlon Consumer Products Corporation and the trademark BARBIE™, owned by and used under license from Mattel, Inc. 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 and Wigo 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.

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