

Immediate Release

**HELEN OF TROY LIMITED ANNOUNCES
THREE MILLION SHARE INCREASE TO SHARE REPURCHASE AUTHORIZATION
AND EXTENSION OF AUTHORIZATION THROUGH OCTOBER 31, 2011**

EL PASO, Texas, Oct. 16 – Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced that it is increasing the number of shares covered by the existing stock repurchase authorization and extending the authorization, effective immediately.

On July 9, 2003, the Board of Directors of Helen of Troy authorized the repurchase of up to 3,000,000 common shares in the open market or through private transactions. On April 25, 2006, the Board of Directors approved a resolution extending the plan to May 31, 2009. The current action of the Board of Directors authorized an additional 3,000,000 shares to be repurchased and extended the authorization to continue until October 31, 2011.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the stock repurchase authorization stated, “Our current repurchase authorization has 153,267 shares remaining out of the original 3,000,000 shares, and we felt it was appropriate at this time to increase the existing authorization by 3,000,000 shares and extend the term of the authorization to October 31, 2011.”

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 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®, Dazey®, Caruso®, Karina®, DCNL®, Nandi®, and Isobel®. 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.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Helen of Troy Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.

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