

Helen of Troy Limited Acquires License for BED HEAD by TIGI and TONI&GUY Trade Names For Personal Care Products in the Western Hemisphere

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EL PASO, Texas, Dec 11, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced that it has entered into a licensing arrangement through Stone America Licensing, a New Jersey based company acting as licensing agent for MBL/TONI&GUY Products, LP and MBL/TIGI Products, LP for the use of the BED HEAD(R) by TIGI and TONI&GUY(R) trademarks for personal care products in the Western Hemisphere.

Helen of Troy Limited will introduce a complete line of hair care appliance products under the BED HEAD(R) by TIGI and TONI&GUY(R) brand names that will include hair dryers, hair styling irons and straighteners, hot air brushes, hair setters, combs, brushes and hair care accessories, as well as a variety of other personal care products. Initial marketing will commence in the United States, followed by the remainder of the Western Hemisphere, with product shipments to begin during the next fiscal year.

Through its salon and wet goods products, TONI&GUY USA, L.P. has helped to change the face of hairdressing with its presence and strong brand identity in salons and hairdressing academies across the United States. In the United States, the BED HEAD(R) by TIGI brand competes aggressively in the higher-end markets and enjoy a reputation for quality, combined with the pursuit of modern styles that are on the leading-edge of fashion. The brand is constantly evolving both artistically and commercially, driven by a dynamic and modern vision aimed at today's young style trendsetters. TONY&GUY'S consumers are image conscious with lots of attitude, edge and fashion led buying power.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the new license, stated, "We are

very pleased that we were able to obtain the rights to use the BED HEAD(R) by TIGI, and TONI&GUY(R) brand names for our new lines of personal care products in the Western Hemisphere. Helen of Troy is excited to bring these brands into our portfolio and provide the rapidly growing youth and fashion markets with cutting edge personal care products. In the Western Hemisphere the positioning of the BED HEAD(R) by TIGI, and TONI&GUY(R) brands will complement all of our other branded product offerings, providing a full range of products for our retail partners. We are excited about the prospects for these brands and hope that products sold under these trademarks will become one of the most significant personal care categories for Helen of Troy over the long term," 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 by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon(R), licensed from The Procter & Gamble Company, Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., Sunbeam(R), Health at Home(R) and Health o meter(R) licensed from Sunbeam Products, Inc., Sea Breeze(R), licensed from Shiseido Company Ltd., and Vitapointe(R), licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned brands include OXO(R), Good Grips(R), Brut(R), Vitalis(R), Final Net(R), Ammens(R), Condition 3-in-1(R), Skin Milk(R), Time Block(R), Epil-Stop(R), Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi(TM), Isobel(TM) and WaveRage(R). The Company markets hair and beauty care products under the Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), and Wigo(R) 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.

SOURCE Helen of Troy Limited

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