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**Helen of Troy Limited
Named to Forbes' Annual List
of 200 Best Small Companies**

EL PASO, Texas, NOV. 18 – Helen of Troy Ltd. (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced it has been named to Forbes' annual list of the 200 Best Small Companies in America.

Helen of Troy, with sales of \$303 million and net income of \$29.3 million for the latest 12 months, ranked 18th and 32nd respectively.

“We are very pleased to have been named to this prestigious list by Forbes Magazine. Receiving a distinction of this nature is not something that just happens, but rather, is a result of the hard work and combined efforts of many people. I am very proud of the Helen of Troy “family” around the world and commend them for a job well done”, stated Gerald J. Rubin, Chairman and CEO of Helen of Troy.

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