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FOR IMMEDIATE RELEASE

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Date: January 21, 2003

HELEN OF TROY LOCATES NEW DISTRIBUTION CENTER IN DESOTO COUNTY

JACKSON, Miss. – Governor Ronnie Musgrove, the Mississippi Development Authority and DeSoto County and Southaven officials along with Helen of Troy Limited announced that the company is locating its new eastern United States distribution center in Southaven. The project represents an investment in a 600,000 square foot facility expected to generate 50 jobs in the area. The company made the final selection of Southaven/DeSoto County after considering 11 other locations in 9 different states. The new facility will be in IDI's Airway Distribution Center's new spec building.

“Helen of Troy is a welcome addition to the business community in Southaven,” said Governor Musgrove. “The company’s decision to locate in Mississippi demonstrates their confidence in the state’s abilities to meet their business needs now and into the future. It also represents the state’s ongoing effort to improve quality of life in our state and build corporate partnerships. Good jobs create good communities.”

Gerald J. Rubin, Chairman, Chief Executive Officer, and President of Helen of Troy, also praised the new location. “Helen of Troy couldn’t be more pleased with the selection of Southaven as the site for our eastern United States distribution center. This distribution center will provide additional space for our newly acquired Hair and Skin Care Products Division and projected increased sales in other product categories, by housing a variety of our existing personal care products. After an extensive search, we are confident that we have chosen the right location to make this project successful. The cooperation and support from the people of Mississippi at the local and state level has been tremendous,” concluded Rubin.

“We are very pleased with Helen of Troy’s decision to locate in Southaven. Helen of Troy will be a welcome partner as our community continues to grow and prosper,” said the Honorable Greg Davis, Mayor of Southaven.

“The state of Mississippi has an ongoing mission to prepare our citizens for opportunities that will create jobs and economic growth across this state,” said Robert J. Rohrlack, Jr., Executive Director of the Mississippi Development Authority. “The Helen of Troy project is evidence that our preparation is paying off in a big way.”

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Helen of Troy Limited designs, produces and markets brand-name personal care electrical products as well as comfort products. The company also produces and markets non-electrical products, including brushes, combs, hair accessories, mirrors and grooming implements. The company's products are sold primarily through mass merchandisers, drugstore chains, warehouse clubs, and grocery stores under licensed trade names including Vidal Sassoon®, licensed from The Procter & Gamble Company, the trademark Revlon®, licensed from Revlon Consumer Products Corporation, Dr. Scholl's®, licensed from Schering-Plough HealthCare Products, Inc., Sunbeam® licensed from Sunbeam Corporation, Sea Breeze®, licensed from Shisheido Corporation, and Vitapointe® licensed from Fizons Corporation. Helen of Troy's owned trade names include Dazey®, Caruso®, Karina®, DCNL™, Nandi™, Isobel™, Vitalis®, Final Net®, Ammens®, and Condition 3-in-1®. The Company also markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, Wigo® and Ecstasy® trademarks to the professional beauty salon industry.

This project was developed through a cooperative effort among the Mississippi Development Authority, City of Southaven, DeSoto County Economic Development Council, JM Mullis, Inc., and IDI.

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