

Sunshine and happiness for all

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Medicine Hat News

Let the light shine in — the Litebook light that is.

Litebook has secured ISO Certification, exclusive patents on all its products, and has licensing agreements with those who imitate them.

On top of that, there are now numerous clinical trials underway throughout the world.

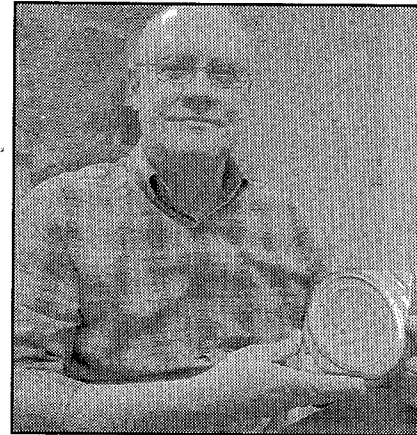
The trials include a study by the University of Surrey in the United Kingdom on the adjustment of shift workers on night shift, a U of C study in San Diego on the alleviation of fatigue in chemotherapy patients with breast cancer, a University of Maryland study in Baltimore on teens with ADHD, and a comprehensive clinical trial just completed that tested the Litebook patented LED light therapy device as a treatment for Seasonal Affective Disorder (SAD). Results released from the trial proved conclusively that the Litebook device is indeed an effective treatment for SAD. The device has a wider appeal to

patients over medication or other light therapies because of the short amount of time required for treatment (20 min per day), portability and availability as an all natural alternative without side effects.

With the data from these and other trials pouring in, the Litebook company is definitely on the list of up and coming companies to watch.

Started by founder Larry Pederson as a personal journey to overcome his own experience with SAD, he and CEO Terry Cook have overseen the creation of a company that could prove itself to be the most important all natural medical discovery for the treatment of a myriad of disorders that also includes depression, a debilitating disorder that affects 121 million people worldwide.

Having spent millions of dollars in research, documentation, certification and marketing and having traveled all over North America, Europe and parts of Asia and doing it all from a small nondescript four-person office located just off South Railway in Medicine Hat, the Litebook company may have to follow the money trail and move the company to a bigger centre, albeit



— NEWS PHOTO EMMA BENNETT

Litebook Company CEO Terry Cook holds a LED light therapy device as a treatment for Seasonal Affective Disorder (SAD).

reluctantly.

“Finding investment capital locally has been quite a challenge,” says Cook. “We aren’t ruling out the possibility that we may need to relocate to where potential investors want us to be. Right now, the company is in Medicine Hat, simply because this is where we started.”

With exciting new ventures and growth on the horizon, it may just be a

matter of time before Litebook outgrows its current local operation. Its success will ultimately be Medicine Hat’s loss. Luckily for Hatters it will not be so much a loss in jobs, as most of Litebook’s manufacturing is outsourced around the world, but rather a loss of two potential mentors to other small businesses in Medicine Hat looking to succeed.

Having made their mistakes and learned from them, both Pederson and Cook have graduated from the school of hard knocks, and are active in organizations like Business First, a technology incubator designed to nurture and grow entrepreneurial software development companies and the Chamber of Commerce.

“People around here have skill sets they can share,” says Cook. “By developing them in other businesses, we can help make this corner of the province look more favorable to investors.”

Those investors may lure the company away from its home.

“To be the best in the world,” says Cook. “Doesn’t come easy or cheap.”