

MOLSON COORS BREWING CO  
Form 4  
November 09, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
COORS PETER H

2. Issuer Name and Ticker or Trading Symbol  
MOLSON COORS BREWING CO  
[TAP.A; TAP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Vice Chairman of the Board

C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET, SUITE 3200

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

DENVER, CO 80202

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount		
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		148,296	A	\$ 16.7 534,355
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		1,000	D	\$ 52.91 533,355
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		1,900	D	\$ 52.93 531,455

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Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,400	D	\$ 52.94	530,055	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,400	D	\$ 52.96	528,655	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 52.975	528,555	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	165	D	\$ 52.99	528,390	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	800	D	\$ 53	527,590	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,429	D	\$ 53.01	526,161	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	3,406	D	\$ 53.02	522,755	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.025	522,655	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,240	D	\$ 53.03	521,415	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	800	D	\$ 53.04	520,615	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.045	520,515	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,060	D	\$ 53.05	519,455	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 53.055	519,255	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,500	D	\$ 53.06	517,755	D
Class B Common	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.065	517,655	D

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Stock								
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,100	D	\$ 53.07	516,555	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,300	D	\$ 53.08	515,255	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	400	D	\$ 53.09	514,855	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	2,100	D	\$ 53.1	512,755	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	900	D	\$ 53.11	511,855	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,500	D	\$ 53.13	510,355	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	900	D	\$ 53.14	509,455	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.15	509,355	D	
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	600	D	\$ 53.155	508,755	D	
Class B Common Stock						2,940,000	I	by Adolph Coors Company LLC <sup>(2)</sup>
Class B Common Stock						524.82	I	by 401(k)
Class B Common Stock						1,064	I	by spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee stock option (Right to Buy)	\$ 16.7	11/08/2007		M <sup>(1)</sup>	85,125	<sup>(3)</sup> 01/02/2008	Class B Common Stock 85,125

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS PETER H C/O MOLSON COORS BREWING COMPANY 1225 17TH STREET, SUITE 3200 DENVER, CO 80202	X			Vice Chairman of the Board

## Signatures

Samuel D. Walker as agent for Peter H. Coors  
11/09/2007

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Mr. Coors executed an option exercise and sale of underlying shares of common stock.
- (2) Mr. Coors is a director of Adolph Coors Company LLC and disclaims beneficial ownership of these shares.
- (3) This option is fully vested and exercisable.

### Remarks:

The numbers of shares and all prices reported in this Form 4 have been adjusted to reflect a 2-for-1 split of the Company's Class A Common Stock. Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.