

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)  
 11/08/2007

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 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
|                                 |                                      |  |                                | Code  | V   | Amount   |                                   |
| Class B Common Stock            | 11/08/2007                           |  | M <sup>(1)</sup>               | 500   | D   | \$ 53.17   | 508,255 D                         |
| Class B Common Stock            | 11/08/2007                           |  | M <sup>(1)</sup>               | 700   | D   | \$ 53.19   | 507,555 D                         |
| Class B Common Stock            | 11/08/2007                           |  | M <sup>(1)</sup>               | 500   | D   | \$ 53.2  | 507,055 D                         |

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|                            |            |                        |       |   |              |         |   |
|----------------------------|------------|------------------------|-------|---|--------------|---------|---|
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$ 53.24     | 506,955 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 800   | D | \$ 53.25     | 506,155 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.225 | 506,055 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$<br>53.259 | 505,855 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 1,200 | D | \$ 53.26     | 504,655 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 1,900 | D | \$ 53.27     | 502,755 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.275 | 502,655 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 1,100 | D | \$ 53.28     | 501,555 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 4,100 | D | \$<br>53.285 | 497,455 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$ 53.29     | 497,255 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$ 53.3      | 497,055 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 3,300 | D | \$ 53.31     | 493,755 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 300   | D | \$ 53.33     | 493,455 | D |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 300   | D | \$ 53.34     | 493,155 | D |
| Class B<br>Common          | 11/08/2007 | <u>M<sup>(1)</sup></u> | 700   | D | \$ 53.35     | 492,455 | D |

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|                            |            |                        |       |   |              |           |   |   |
|----------------------------|------------|------------------------|-------|---|--------------|-----------|---|---|
| Stock                      |            |                        |       |   |              |           |   |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.335 | 492,355   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.355 | 492,255   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 2,000 | D | \$ 53.36     | 490,255   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.365 | 490,155   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 300   | D | \$ 53.37     | 489,855   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$<br>53.375 | 489,755   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 1,800 | D | \$ 53.38     | 487,955   | D |   |
| Class B<br>Common<br>Stock | 11/08/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$ 53.39     | 487,855   | D |   |
| Class B<br>Common<br>Stock |            |                        |       |   |              | 2,940,000 | I | by Adolph<br>Coors<br>Company<br>LLC <sup>(2)</sup> |
| Class B<br>Common<br>Stock |            |                        |       |   |              | 524.82    | I | by 401(k)   |
| Class B<br>Common<br>Stock |            |                        |       |   |              | 1,064     | I | by spouse   |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

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

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| 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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

## Reporting Owners

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

## Signatures

Samuel D. Walker as agent for Peter H. Coors  
 Signature: \_\_\_\_\_ Date: 11/09/2007

## 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 sold shares of common stock underlying an option exercise executed by Mr. Coors on 11/08/2007, and reported in a previous Form 4.
- (2) Mr. Coors is a director of Adolph Coors Company LLC and disclaims beneficial ownership of these shares.

### 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.