

MOLSON COORS BREWING CO
 Form 4
 July 18, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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 *
KIELY W LEO III

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)
C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
07/16/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
Global CEO

DENVER, CO 80202

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

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 Indirect Ownership (Instr. 4)
				(A) or (D)			
			Code	V	Amount		Price
Class B Common Stock					7,468.172	I	By 401(k)
Class B Common Stock					4,744.4149	I	By IRA
Class B Common Stock					730	I	By Channel Island Partnership
Class B	07/16/2007		M ⁽¹⁾		18,774	A	\$ 98,884
						D	

Edgar Filing: MOLSON COORS BREWING CO - Form 4

Common Stock						59.25		
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	400	D	\$ 92.11	98,484	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	100	D	\$ 92.12	98,384	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	1,404	D	\$ 92.13	96,980	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	400	D	\$ 92.14	96,580	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	700	D	\$ 92.15	95,880	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	700	D	\$ 92.16	95,180	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	500	D	\$ 92.17	94,680	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	300	D	\$ 92.18	94,380	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	400	D	\$ 92.2	93,980	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	400	D	\$ 92.21	93,580	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	200	D	\$ 92.23	93,380	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	200	D	\$ 92.24	93,180	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	200	D	\$ 92.25	92,980	D	
Class B Common Stock	07/16/2007	<u>M⁽¹⁾</u>	700	D	\$ 92.26	92,280	D	

Edgar Filing: MOLSON COORS BREWING CO - Form 4

Class B Common Stock	07/16/2007	M ⁽¹⁾	200	D	\$ 92.27	92,080	D
Class B Common Stock	07/16/2007	M ⁽¹⁾	100	D	\$ 92.28	91,980	D
Class B Common Stock	07/16/2007	M ⁽¹⁾	200	D	\$ 92.31	91,780	D
Class B Common Stock	07/16/2007	M ⁽¹⁾	400	D	\$ 92.5	91,380	D
Class B Common Stock	07/16/2007	M ⁽¹⁾	100	D	\$ 92.54	91,280	D

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.

SEC 1474
(9-02)

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 59.25	02/16/2000		M ⁽¹⁾	18,774	02/16/2000 ⁽²⁾	02/16/2009	Class B Common Stock	18,774

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

KIELY W LEO III
C/O MOLSON COORS BREWING COMPANY
1225 17TH STREET
DENVER, CO 80202

X

Global CEO

Signatures

Samuel D. Walker as agent for W. Leo
Kiely III

07/18/2007

__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. Kiely executed a pre-planned exercise and sale pursuant to a written plan.
 - (2) This option is fully vested and exercisable.

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.