

MOLSON COORS BREWING CO  
 Form 4  
 July 18, 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 \*  
**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)

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

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

**C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET**  
 (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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D)  | 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 <sup>(1)</sup>               | 100   | D \$ 92.55  | 91,180   | D  |

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|                            |            |                        |       |   |              |        |  |   |
|----------------------------|------------|------------------------|-------|---|--------------|--------|--|---|
| Common<br>Stock            |            |                        |       |   |              |        |  |   |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$ 92.6      | 90,980 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 300   | D | \$ 92.61     | 90,680 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 900   | D | \$ 92.62     | 89,780 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$ 92.63     | 89,580 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 200   | D | \$<br>92.645 | 89,380 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 1,400 | D | \$ 92.7      | 87,980 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 1,000 | D | \$ 92.72     | 86,980 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 1,300 | D | \$ 92.73     | 85,680 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 100   | D | \$ 92.74     | 85,580 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 300   | D | \$ 92.81     | 85,280 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 500   | D | \$ 92.82     | 84,780 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 600   | D | \$ 92.83     | 84,180 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 1,570 | D | \$ 92.84     | 82,610 |  | D |
| Class B<br>Common<br>Stock | 07/16/2007 | <u>M<sup>(1)</sup></u> | 2,000 | D | \$ 92.86     | 80,610 |  | D |

Class B  
 Common 07/16/2007 M<sup>(1)</sup> 500 D \$ 92.92 80,110 D  
 Stock

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

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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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                                       |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |            |       |
|---|---------------|-----------|------------|-------|
|   | Director      | 10% Owner | Officer    | Other |
| KIELY W LEO III<br>C/O MOLSON COORS BREWING COMPANY<br>1225 17TH STREET<br>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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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