

MOLSON COORS BREWING CO  
 Form 4  
 September 19, 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)  
**09/17/2007**

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	09/17/2007		M <sup>(1)</sup>	25,000	A \$	105,110	D

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Common Stock						49.015	
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	1,500	D	\$ 93.75	103,610	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	906	D	\$ 94.14	102,704	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.21	102,604	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	300	D	\$ 94.24	102,304	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.25	102,204	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.26	102,104	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 94.31	101,904	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	700	D	\$ 94.33	101,204	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.35	101,104	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	800	D	\$ 94.36	100,304	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.38	100,204	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 94.42	100,004	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	700	D	\$ 94.47	99,304	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.49	99,204	D

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Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.5	99,104	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	1,700	D	\$ 94.52	97,404	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	1,941	D	\$ 94.53	95,463	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	400	D	\$ 94.54	95,063	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 94.545	94,863	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	900	D	\$ 94.55	93,963	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	900	D	\$ 94.56	93,063	D
Class B Common Stock	09/17/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 94.57	92,963	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.**

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(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	\$ 49.015	09/17/2007		<u>M<sup>(1)</sup></u>	25,000	02/13/2004 <sup>(2)</sup>	02/13/2013	Class B Common	25,000

option  
(right to  
buy)

Stock

## 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	09/19/2007
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\_\_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) The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 Trading Plan adopted by the reporting person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.
  - (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.