

MOLSON COORS BREWING CO  
 Form 4  
 November 05, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 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 \*  
 COORS PETER H

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

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 1225 17TH STREET, SUITE 3200  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/03/2014

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

DENVER, CO 80202

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

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

(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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Class B Common Stock            | 11/03/2014                           |  | M                              | 36,000  | A \$ 37.18  | 219,395  | D   |
| Class B Common Stock            | 11/03/2014                           |  | S <sup>(1)</sup>               | 26,404  | D \$ 74.7932 <sup>(2)</sup>   | 192,991  | D   |
| Class B Common Stock            |                                      |  |                                |   |   | 12,182,146   | I   |
|                                 |                                      |  |                                |   |   | 20,939   | I   |

by Adolph Coors Company LLC

Edgar Filing: MOLSON COORS BREWING CO - Form 4

|                            |         |   |  |  |
|----------------------------|---------|---|--|--|
| Class B<br>Common<br>Stock |         |   |  | by Marilyn<br>E. Coors as<br>Trustee of<br>Peter H.<br>Coors 2012<br>Grantor<br>Retained<br>Annuity<br>Trust XI                  |
| Class B<br>Common<br>Stock | 120,250 | I |  | by Marilyn<br>E Coors as<br>Trustee of<br>Peter H<br>Coors 2012<br>Grantor<br>Retained<br>Annuity<br>Trust XII<br>dd<br>12/11/12 |
| Class B<br>common<br>Stock | 13,563  | I |  | by Marilyn<br>E Coors as<br>Trustee of<br>the Peter<br>H. Coors<br>2013<br>Grantor<br>Retained<br>Annuity<br>Trust XIII          |
| Class B<br>Common<br>Stock | 13,573  | I |  | by Marilyn<br>E Coors as<br>Trustee of<br>the Peter<br>H. Coors<br>2013<br>Grantor<br>Retained<br>Annuity<br>Trust XIV           |
| Class B<br>Common<br>Stock | 129,365 | I |  | by Marilyn<br>E Coors as<br>Trustee of<br>Peter H.<br>Coors 2013<br>Grantor<br>Retained<br>Annuity                               |

|                            |        |   |   |
|----------------------------|--------|---|---|
| Class B<br>Common<br>Stock | 75,564 | I | Trust XV<br>dated<br>6/7/13<br><br>by Marilyn<br>E Coors as<br>Trustee of<br>Peter H<br>Coors 2013<br>Grantor<br>Retained<br>Annuity<br>Trust XVI<br>u/a 9/9/13 |
| Class B<br>Common<br>Stock | 76,474 | I | by Marilyn<br>E Coors as<br>Trustee of<br>Peter H<br>Coors 2014<br>Grantor<br>Retained<br>Annuity<br>Trust XVII<br>u/a 2/28/14                                  |
| Class B<br>Common<br>Stock | 1,064  | I | by Spouse   |
| Class B<br>Common<br>Stock | 44,559 | I | by Peter H.<br>Coors<br>Revocable<br>Trust dtd<br>8/7/09  |

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 Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|

Edgar Filing: MOLSON COORS BREWING CO - Form 4

|  |          |            |  | Code | V | (A) | (D)    | Date<br>Exercisable | Expiration<br>Date | Title                      | Amount<br>or<br>Number<br>of Shares |
|--|----------|------------|--|------|---|-----|--------|---------------------|--------------------|----------------------------|-------------------------------------|
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) | \$ 37.18 | 11/03/2014 |  | M    |   |     | 36,000 | 05/12/2008          | 05/12/2015         | Class B<br>Common<br>Stock | 36,000                              |

## Reporting Owners

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

## Signatures

Kathleen M. Kirchner, by Power of Attorney  
11/05/2014

\*\*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 reporting person's option exercise and sale reported in this Form 4 were effected pursuant to Rule 10b5-1 Trading Plan previously adopted by the reporting person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.
- (2) The price reported represents the weighted average sales price of Class B common stock sold in multiple transactions at prices ranging from \$74.30 to \$74.915, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

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.