GANNON MICHAEL J Form 4

February 14, 2003

SEC Form 4

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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(b) of the Investment Company Act of

Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

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

1. Name and Address of Reporting Person* 2. Issuer Name 4. Statement for 6. Relationship of Reporting Person(s) Gannon, Michael J. and Ticker or Trading (Month/Day/Year to Issuer Symbol (Check all applicable) 02/13/2003 (Last) (First) **Adolph Coors Company** Director _ 10% Owner (Middle) RKY X Officer (give title below) c/o Adolph Coors Company _ Other (specify below) 311 10th Street, NH 370 5. If Amendment, 3. I.R.S. Identification Date of Original Description Vice President. Number of Reporting (Street) (Month/Day/Year) **Treasurer** Person, if an entity Golden. CO 80401 (voluntary) 7. Individual or Joint/Group (State) (City) Filing (Check Applicable Line) (Zip) X Form filed by One Reporting 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	6. Owner-ship Form: Direct (D)	7. Nature of Indirect Beneficial Ownership	
			Code	٧	Amount	A/D	Price	Reported Transaction(s) (Instr. 3 and 4)	or (Ir Indirect (I) (Instr. 4)	Indirect Beneficial Ownership (Instr. 4)	
Class B Common Stock (non-voting) NO CHANGE							\$	750	D		
Class B Common Stock (non-voting) NO CHANGE							\$	26.64 (1)	I	401(k) Plan	

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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. Transactio Code (Instr.8)		5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		Date(ED)		લ(DE) Underlying p8ecurities		8. Price of Derivative Security (Instr.5)	Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr.4)	10. Own ship Forn Deri ative Secu Dire or Indir (Inst
				Code	٧	A	D	DE	ED	Title	or Number of Shares			
Employee Stock Option (right to buy)	\$49.02	02/13/2003		A		6,000		(2)	(3)	Class B Common Stock	6,000	\$	(3)	

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Explanation of Responses:

- (1) The amount of securities in the Reporting Persons 401(k) is derived by combining the value of contributions by Reporting Person to their 401(k) plus Company matches to the Reporting Persons 401(k) and dividing this account balance by the Issuer's stock price as of 12/31/02 this equals the reported number of shares in the Reporting Persons 401(k) account.
- (2) The Option vests in three equal annual installments beginning on February 13, 2004.
- (2) Reporting Person holds a total of 21,843 options with various exercise prices and various exercise and expiration dates.

By: Date:

/s/ Kay Guthrie as agent for Michael J. Gannon

02/13/2003

** Signature of Reporting Person

SEC 1474 (9-02)

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

- * 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).

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.