

Coalier Robert
Form 4
March 01, 2005

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Coalier Robert

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)

02/25/2005

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)

Global Chief Bus. Dev. Officer

C/O MOLSON COORS BREWING
COMPANY, 311 10TH STREET,
NH311

(Street)

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

GOLDEN, CO 80401-0030

(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)
			Code	V	Amount	(A) or (D)	Price		
Class B Common Stock	02/25/2005		M		17,760	A	\$ 50.0813	17,760	D
Class B Common Stock	02/25/2005		M		29,999	A	\$ 27.1107	47,759	D
Class B Common Stock	02/25/2005		S		47,759	D	\$ 69	0	D

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

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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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 81.89							02/09/2005	03/09/2012	Class B Common Stock	18,000
Employee Stock Option (right to buy)	\$ 69.98							02/09/2005	05/12/2014	Class B Common Stock	12,600
Employee Stock Option (right to buy)	\$ 71.92							02/09/2005	05/02/2013	Class B Common Stock	17,760
Employee Stock Option (right to buy)	\$ 27.1107	02/25/2005		M		29,999		02/09/2005	04/19/2010	Class B Common Stock	29,999
Employee Stock Option (right to buy)	\$ 50.0813	02/25/2005		M		17,760		02/09/2005	05/17/2011	Class B Common Stock	17,760
Class B exchange shares of	<u>(1)</u>							02/09/2005	<u>(2)</u>	Class B Common Stock	1,094

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Robert SON COORS BREWING COMPANY STREET, NH311 I, CO 80401-0030			Global Chief Bus. Dev. Officer	

Annita M. Menogan as agent for Robert
Coallier

03/01/2005

**Signature of Reporting Person

Date

- * 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 shares are convertible on a 1-for-1 basis.
- (2) The Class B exchangeable shares are redeemable by a subsidiary of Molson Coors Brewing Company at any time after February 9, 2045, for Molson Coors Brewing Company Class B Common Stock or, for non-affiliates only, the equivalent value in cash.

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.