

MOLSON COORS BREWING CO
Form 4
September 19, 2007

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 *
KIELY W LEO III

(Last) (First) (Middle)

**C/O MOLSON COORS BREWING
COMPANY, 1225 17TH STREET**

(Street)

DENVER, CO 80202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading
Symbol

**MOLSON COORS BREWING CO
[TAP.A; TAP]**

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

09/17/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ 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 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					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 ⁽¹⁾		25,000	A	\$ 105,110 D

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

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

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

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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 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		M ⁽¹⁾	25,000	02/13/2004 ⁽²⁾	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.
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