

COORS WILLIAM K  
Form 4  
April 04, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 WILLIAM K

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)  
21509 CABRINI BOULEVARD  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/30/2006

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  Other (specify below)  
DIRECTOR EMERITUS

GOLDEN, CO 80401

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

(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	(D)	Price			
Class B Common Stock	02/22/2007		S <sup>(1)</sup>		600	D	\$ 86.27	287,359	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007		S <sup>(1)</sup>		500	D	\$ 86.26	286,859	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007		S <sup>(1)</sup>		1,200	D	\$ 86.25	285,659	I	By spouse <sup>(1)</sup>
Class B Common	02/22/2007		S <sup>(1)</sup>		1,200	D	\$ 86.245	284,459	I	By spouse <sup>(1)</sup>

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Stock								
Class B Common Stock	02/22/2007	<u>S(1)</u>	10,000	D	\$ 86.2388	274,459	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	100	D	\$ 86.23	274,359	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	300	D	\$ 86.22	274,059	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	100	D	\$ 86.21	273,959	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	800	D	\$ 86.2	273,159	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	500	D	\$ 86.19	272,659	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	600	D	\$ 86.17	272,059	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	1,100	D	\$ 86.16	270,959	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	1,900	D	\$ 86.15	269,059	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	600	D	\$ 86.14	268,459	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	1,200	D	\$ 86.13	267,259	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	500	D	\$ 86.12	266,759	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	100	D	\$ 86.11	266,659	I	By spouse <u>(1)</u>
Class B Common Stock	02/22/2007	<u>S(1)</u>	600	D	\$ 86.1	266,059	I	By spouse <u>(1)</u>

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Class B Common Stock	02/22/2007	S <sup>(1)</sup>	200	D	\$ 86.09	265,859	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	3,400	D	\$ 86.08	262,459	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	7,300	D	\$ 86.07	255,159	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	2,100	D	\$ 86.06	253,059	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	4,307	D	\$ 86.05	248,752	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	4,500	D	\$ 86.04	244,252	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	1,900	D	\$ 86.03	242,352	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	3,200	D	\$ 86.02	239,152	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	6,100	D	\$ 86.01	233,052	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	4,100	D	\$ 86	228,952	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	400	D	\$ 85.99	228,552	I	By spouse <sup>(1)</sup>
Class B Common Stock	02/22/2007	S <sup>(1)</sup>	900	D	\$ 85.98	227,652	I	By spouse <sup>(1)</sup>

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)

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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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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### Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS WILLIAM K 21509 CABRINI BOULEVARD GOLDEN, CO 80401			DIRECTOR EMERITUS	

### Signatures

/s/ William K.  
Coors 04/03/2007

\*\*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) As of February 21, 2005, the 320,807 shares of Class B Common Stock of Molson Coors Brewing Company (the "Spousal Shares") reported as having been sold on this Form 4 and other Form 4's filed by the Reporting Person on April 4, 2007 were owned by the Reporting Person and his spouse, Rita Bass, in Joint Tenancy. On August 23, 2005, the Reporting Person transferred ownership of the Spousal Shares to Rita Bass individually. Ms. Bass sold the Spousal Shares in open market transactions listed on this Form 4 and other Form 4's filed by the Reporting Person on April 4, 2007 over the course of a three-day period from February 21, 2007 through February 23, 2007.

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.