

MOLSON COORS BREWING CO
 Form 4
 September 19, 2007

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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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 *
KIELY W LEO III

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)

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

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

09/17/2007

Global CEO

(Street)

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

DENVER, CO 80202

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| Class B Common Stock | | | | (A) | 7,468.172 | I | by 401(k) |
| Class B Common Stock | | | | (A) | 4,744.4149 | I | by IRA |
| Class B Common Stock | | | | (A) | 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 | <u>M⁽¹⁾</u> | 100 | D | \$ 94.5 | 99,104 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 1,700 | D | \$ 94.52 | 97,404 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 1,941 | D | \$ 94.53 | 95,463 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 400 | D | \$ 94.54 | 95,063 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 200 | D | \$ 94.545 | 94,863 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 900 | D | \$ 94.55 | 93,963 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 900 | D | \$ 94.56 | 93,063 | D |
| Class B Common Stock | 09/17/2007 | <u>M⁽¹⁾</u> | 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 of 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 | | <u>M⁽¹⁾</u> | 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 |
|---|------------|

__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. 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.