MOLSON COORS BREWING CO

Form 4

January 16, 2008

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 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	
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(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) 01/15/2008	__X__ Director _____ 10% Owner __X__ Officer (give title _____ Other (specify below) below) Global CEO
C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET		
(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
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 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	01/15/2008		M		40,000	A	$ 24.51	199,900	D	

Common Stock								
Class B Common Stock	01/15/2008		S	1,800	D	$ 48.55	158,100	D
Class B Common Stock	01/15/2008		S	2,300	D	$ 48.79	155,800	D
Class B Common Stock	01/15/2008		S	200	D	$ 48.805	155,600	D
Class B Common Stock	01/15/2008		S	1,400	D	$ 48.82	154,200	D
Class B Common Stock	01/15/2008		S	3,300	D	$ 48.83	150,900	D
Class B Common Stock	01/15/2008		S	400	D	$ 48.84	150,500	D
Class B Common Stock	01/15/2008		S	1,500	D	$ 48.85	149,000	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.855	148,900	D
Class B Common Stock	01/15/2008		S	300	D	$ 48.86	148,600	D
Class B Common Stock	01/15/2008		S	400	D	$ 48.865	148,200	D
Class B Common Stock	01/15/2008		S	3,100	D	$ 48.87	145,100	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.875	145,000	D
Class B Common Stock	01/15/2008		S	1,100	D	$ 48.88	143,900	D
Class B Common Stock	01/15/2008		S	400	D	$ 48.885	143,500	D

Class B Common Stock	01/15/2008		S	100	D	$ 48.887	143,400	D
Class B Common Stock	01/15/2008		S	500	D	$ 48.89	142,900	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.895	142,800	D
Class B Common Stock	01/15/2008		S	4,500	D	$ 48.9	138,300	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.905	138,200	D
Class B Common Stock	01/15/2008		S	3,938	D	$ 48.91	134,262	D
Class B Common Stock	01/15/2008		S	1,600	D	$ 48.915	132,662	D
Class B Common Stock	01/15/2008		S	4,123	D	$ 48.92	128,539	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.9225	128,439	D
Class B Common Stock	01/15/2008		S	200	D	$ 48.925	128,239	D
Class B Common Stock	01/15/2008		S	1,839	D	$ 48.93	126,400	D
Class B Common Stock	01/15/2008		S	100	D	$ 48.935	126,300	D

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

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 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)	$ 24.51	01/15/2008		M		40,000		02/13/2003[(1)]	02/13/2013	Class B Common Stock	40,0

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	01/16/2008
[**]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) These options are fully vested and exercisable.

Remarks:

1. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 Trading Plan adopted by the reporting pers

2. This Form 4 is the first of two Form 4s filed to report this series of transactions.

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.