

MOLSON COORS BREWING CO  
Form 4  
November 09, 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 \*  
Wade Gregory L

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)  
11/08/2007

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Global Chf Supply Chain Offcr

C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET, SUITE 3200

(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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		15,120	A	\$ 35.958
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		1,200	D	\$ 53.7
Class B Common Stock	11/08/2007		M <sup>(1)</sup>		400	D	\$ 53.71
							21,210
							20,010
							19,610

Edgar Filing: MOLSON COORS BREWING CO - Form 4

Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,600	D	\$ 53.72	18,010	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	500	D	\$ 53.73	17,510	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 53.74	17,310	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	700	D	\$ 53.75	16,610	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	2,000	D	\$ 53.76	14,610	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	200	D	\$ 53.77	14,410	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	1,100	D	\$ 53.78	13,310	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.79	13,210	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.8	13,110	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	500	D	\$ 53.81	12,610	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	400	D	\$ 53.82	12,210	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	100	D	\$ 53.85	12,110	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	3,400	D	\$ 53.96	8,710	D
Class B Common Stock	11/08/2007	<u>M<sup>(1)</sup></u>	300	D	\$ 53.98	8,410	D
Class B Common	11/08/2007	<u>M<sup>(1)</sup></u>	1,600	D	\$ 54	6,810	D

Edgar Filing: MOLSON COORS BREWING CO - Form 4

Stock							
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	600	D	\$ 54.02	6,210	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	120	D	\$ 54.05	6,090	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	15,120	A	\$ 34.99	21,210	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	200	D	\$ 53.81	21,010	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	300	D	\$ 53.82	20,710	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	500	D	\$ 53.83	20,210	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	500	D	\$ 53.84	19,720	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	400	D	\$ 53.85	19,310	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	200	D	\$ 53.86	19,110	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	100	D	\$ 53.89	19,010	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	3,800	D	\$ 53.92	15,210	D
Class B Common Stock	11/08/2007	M <sup>(1)</sup>	100	D	\$ 53.93	15,110	D

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)*

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)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Employee Stock Options (Right to Buy)	\$ 35.958	11/08/2007		M <sup>(1)</sup>	15,120	<u>(2)</u> 05/02/2013	Class B Common Stock	15,120
Employee Stock Options (Right to Buy)	\$ 34.99	11/08/2007		M <sup>(1)</sup>	15,120	<u>(2)</u> 05/12/2014	Class B Common Stock	15,120

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wade Gregory L C/O MOLSON COORS BREWING COMPANY 1225 17TH STREET, SUITE 3200 DENVER, CO 80202			Global Chf Supply Chain Offcr	

## Signatures

Samuel D. Walker as agent for Gregory L. Wade  
 11/09/2007  
 \*\*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) Mr. Wade executed an option exercise and sale of the underlying shares of common stock.
- (2) This option is fully vested and exercisable.

### Remarks:

The numbers of shares and all prices reported in this Form 4 have been adjusted to reflect a 2-for-1 split of the Company's Cla

## Edgar Filing: MOLSON COORS BREWING CO - Form 4

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.