#### MOLSON COORS BREWING CO

Form 4

October 03, 2014

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

3235-0287

Expires:

5. Relationship of Reporting Person(s) to

(Check all applicable)

Issuer

January 31, 2005

0.5

Estimated average

**OMB APPROVAL** 

burden hours per

response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue. See Instruction

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

2. Issuer Name and Ticker or Trading

MOLSON COORS BREWING CO

Symbol

[TAP]

1(b).

(Print or Type Responses)

**COORS PETER H** 

1. Name and Address of Reporting Person \*

(Last) (First) (Middle)  1225 17TH STREET, SUITE 3200 (Street)  DENVER, CO 80202			10/01/2014  4. If Amendment, Date Original Filed(Month/Day/Year)				Director 10% Owner Officer (give title Other (specify below)		
(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 Da any (Month/Day/	d 3. Date, if Transacti	4. Securit for Dispos (Instr. 3,	ies Ac	equired (A)	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)
Common Stock	10/01/2014		M	36,000	A	\$ 37.18	210,043	D	
Class B Common Stock	10/01/2014		S <u>(1)</u>	26,648	D	\$ 73.2663	183,395	D	
Class B Common Stock							12,182,146	I	by Adolph Coors Company LLC
							20,939	I	

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Class B Common Stock			by Marilyn E. Coors as Trustee of Peter H. Coors 2012 Grantor Retained Annuity Trust XI
Class B Common Stock	120,250	I	by Marilyn E Coors as Trustee of Peter H Coors 2012 Grantor Retained Annuity Trust XII dd 12/11/12
Class B common Stock	13,563	I	by Marilyn E Coors as Trustee of the Peter H. Coors 2013 Grantor Retained Annuity Trust XIII
Class B Common Stock	13,573	I	by Marilyn E Coors as Trustee of the Peter H. Coors 2013 Grantor Retained Annuity Trust XIV
Class B Common Stock	129,365	I	by Marilyn E Coors as Trustee of Peter H. Coors 2013 Grantor Retained Annuity

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								Trust XV dated 6/7/13 by Marilyn E Coors as Trustee of	
Class B Common Stock						75,564 (3)	I	Peter H Coors 2013 Grantor Retained Annuity Trust XVI u/a 9/9/13	
Class B Common Stock						76,474	I	by Marilyn E Coors as Trustee of Peter H Coors 2014 Grantor Retained Annuity Trust XVII u/a 2/28/14	
Class B Common						1,064	I	by Spouse	
Stock  Class B  Common  Stock						44,559 <u>(3)</u>	I	by Peter H. Coors Revocable Trust dtd 8/7/09	
Reminder: Re	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)	Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exer Expiration D (Month/Day)	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	

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			Code	V (A)	(D)	Date Exercisable	Expiration Date	Title	or Number of Shares
Employee Stock Option (Right to Buy)	\$ 37.18	10/01/2014	М		36,000	05/12/2008	05/12/2015	Class B Common Stock	36,000

### **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

COORS PETER H 1225 17TH STREET SUITE 3200 DENVER, CO 80202

Chairman of the Board

Amount

#### **Signatures**

Kathleen M. Kirchner, by Power of Attorney 10/03/2014

\*\*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 reporting person's option exercise and sale reported in this Form 4 were effected pursuant to Rule 10b5-1 Trading Plan previously adopted by the reporting person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.
- The price reported represents the weighted average sales price of Class B common stock sold in multiple transactions at prices ranging (2) from \$72.55 to \$74.00, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (3) Reflects the transfer of 11,213 shares from the Marilyn E. Coors as Trustee of Peter H. Coors 2013 Grantor Retained Annuity Trust XVI u/a 9/9/13 to the Peter H. Coors Revocable Trust dtd 8/7/09 on September 10, 2014.

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.

Reporting Owners 4