

MOLSON COORS BREWING CO
Form 4
December 13, 2006

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

OMB APPROVAL

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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 *
Boyce Kevin

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)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Pres. & CEO Molson Canada

(Last) (First) (Middle)
C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET, SUITE 3200

3. Date of Earliest Transaction (Month/Day/Year)
12/12/2006

(Street)
DENVER, CO 80202

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 or Disposed of (A) or (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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|--|---|--|-----------------------------------|
| | | | Code | V | Amount or Price | | |
| Class B Common Stock | | | | | 3,000 ⁽¹⁾ | D | |
| Class B Common Stock | 12/12/2006 | | M ⁽²⁾ | | 2,000 | A | \$ 61.605 5,000 D |
| Class B Common Stock | 12/12/2006 | | S ⁽²⁾ | | 300 | D | \$ 73.84 4,700 D |

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| | | | | | | | |
|----------------------------|------------|------------------|-------|---|--------------|-------|---|
| Class B Common Stock | 12/12/2006 | S ⁽²⁾ | 1,100 | D | \$ 73.82 | 3,600 | D |
| Class B Common Stock | 12/12/2006 | S ⁽²⁾ | 600 | D | \$ 73.813 | 3,000 | 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 Security (Instr. 3 and 4) | | |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|---------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of |
| Employee Stock Option (Right to Buy) | \$ 69.9802 | | | | | ⁽³⁾ 05/12/2014 | | Class B Common Stock | 8 |
| Employee Stock Option (Right to Buy) | \$ 74.355 | | | | | ⁽³⁾ 03/15/2015 | | Class B Common Stock | 14 |
| Class B Exchangeable Shares of Molson Coors Canada Inc. | \$ 0 | | | | | 02/09/2005 | ⁽⁴⁾ | Class B Common Stock | |
| Class B Common Stock | \$ 69.14 | | | | | 03/16/2007 ⁽⁵⁾ | 03/16/2016 | Class B Common Stock | 20 |
| Employee Stock Option (Right to Buy) | \$ 61.605 | 12/12/2006 | | M ⁽²⁾ | 2,000 | 07/01/2006 ⁽⁵⁾ | 07/01/2015 | Class B Common Stock | 20 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Boyce Kevin C/O MOLSON COORS BREWING COMPANY 1225 17TH STREET, SUITE 3200 DENVER, CO 80202 | | | Pres. & CEO Molson Canada | |

Signatures

| | |
|--|---------------------|
| Laura L. McGee as agent for Kevin T. Boyce | 12/13/2006 |
| <small>**Signature of Reporting Person</small> | <small>Date</small> |

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) This restricted stock grant vests in full on March 16, 2009.
 - (2) Mr. Boyce executed a cashless option exercise and sale of the underlying shares of common stock.
 - (3) This option is fully vested and exercisable.
 - (4) There is no expiration date.
 - (5) This option vests in three equal annual increments beginning on the first anniversary of the grant date.

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.