

MOLSON COORS BREWING CO  
Form 4  
October 03, 2014

**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 \*  
COORS PETER H

2. Issuer Name and Ticker or Trading Symbol  
MOLSON COORS BREWING CO  
[TAP]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
1225 17TH STREET, SUITE 3200  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
10/01/2014

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Chairman of the Board

DENVER, CO 80202

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

(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	10/01/2014		M		36,000	A	\$ 37.18 210,043	D	
Class B Common Stock	10/01/2014		S <sup>(1)</sup>		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

Class B Common Stock	75,564 <sup>(3)</sup>	I	Trust XV dated 6/7/13  by Marilyn E Coors as Trustee of 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 Stock	1,064	I	by Spouse
Class B Common Stock	44,559 <sup>(3)</sup>	I	by Peter H. Coors Revocable Trust dtd 8/7/09

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.**

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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 Securities (Instr. 3 and 4)
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			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 37.18	10/01/2014	M				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

## 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.

(2) The price reported represents the weighted average sales price of Class B common stock sold in multiple transactions at prices ranging 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.

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