

MOLSON COORS BREWING CO
Form 4
September 12, 2006

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
Boyce Kevin

(Last) (First) (Middle)

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

(Street)

DENVER, CO 80202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading
Symbol

MOLSON COORS BREWING CO
[TAP.A; TAP]

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

09/08/2006

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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(A) Code (Instr. 8)	4. Securities Acquired 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class B Common Stock					3,000 ⁽¹⁾	D	
Class B Common Stock	09/08/2006		M ⁽²⁾		5,000	A	\$ 61.605
Class B Common Stock	09/08/2006		S ⁽²⁾		200	D	\$ 69.83

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Class B
Common Stock 09/08/2006 S⁽²⁾ 4,800 D \$ 69.73 3,000 D

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

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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 Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 69.9802					<u>(3)</u>	05/12/2014	Class B Common Stock	8
Employee Stock Option (Right to Buy)	\$ 74.355					<u>(3)</u>	03/15/2015	Class B Common Stock	14
Class B Exchangeable Shares of Molson Coors Canada Inc.	\$ 0					02/09/2005	<u>(4)</u>	Class B Common Stock	
Class B Common Stock	\$ 69.14					03/16/2007 <u>(5)</u>	03/16/2016	Class B Common Stock	20
Employee Stock Option (Right to Buy)	\$ 61.605	09/08/2006		<u>M</u> ⁽²⁾	5,000	07/01/2006 <u>(5)</u>	07/01/2015	Class B Common Stock	5

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

09/12/2006

__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) 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.

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