

COORS WILLIAM K  
Form 4  
April 04, 2007

**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 WILLIAM K

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)  
21509 CABRINI BOULEVARD  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/30/2006

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  10% Owner  
\_\_\_\_ Other (specify below)  
DIRECTOR EMERITUS

GOLDEN, CO 80401

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 (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	Amount	Price	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)
Class B Common Stock	06/30/2006		J <sup>(1)(2)(3)</sup>	9,252,994	D	(1) (2) (3)	320,807	I	By spouse	
Class B Common Stock	02/21/2007		S <sup>(4)</sup>	100	D	\$ 86.76	320,707	I	By spouse <sup>(4)</sup>	
Class B Common Stock	02/21/2007		S <sup>(4)</sup>	607	D	\$ 86.75	320,100	I	By spouse <sup>(4)</sup>	
Class B Common	02/21/2007		S <sup>(4)</sup>	500	D	\$ 86.73	319,600	I	By spouse <sup>(4)</sup>	

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Stock								
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	700	D	\$ 86.72	318,900	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	700	D	\$ 86.71	318,200	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	900	D	\$ 86.7	317,300	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	5,000	D	\$ 86.6952	312,300	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	900	D	\$ 86.69	311,400	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	1,000	D	\$ 86.68	310,400	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	700	D	\$ 86.67	309,700	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	300	D	\$ 86.66	309,400	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	100	D	\$ 86.64	309,300	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	500	D	\$ 86.63	308,800	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	4,900	D	\$ 86.6263	303,900	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	1,000	D	\$ 86.62	302,900	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	200	D	\$ 86.61	302,700	I	By spouse <u>(4)</u>
Class B Common Stock	02/21/2007	<u>S<sup>(4)</sup></u>	200	D	\$ 86.6	302,500	I	By spouse <u>(4)</u>

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Class B Common Stock	02/22/2007	S <sup>(4)</sup>	100	D	\$ 86.4	302,400	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	3,000	D	\$ 86.393	299,400	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	400	D	\$ 86.39	299,000	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	400	D	\$ 86.38	298,600	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	100	D	\$ 86.35	298,500	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	4,641	D	\$ 86.3415	293,859	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	3,000	D	\$ 86.34	290,859	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	300	D	\$ 86.33	290,559	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	400	D	\$ 86.32	290,159	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	1,600	D	\$ 86.3	288,559	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	500	D	\$ 86.29	288,059	I	By spouse <sup>(4)</sup>
Class B Common Stock	02/22/2007	S <sup>(4)</sup>	100	D	\$ 86.28	287,959	I	By spouse <sup>(4)</sup>

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)

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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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS WILLIAM K 21509 CABRINI BOULEVARD GOLDEN, CO 80401			DIRECTOR EMERITUS	

## Signatures

/s/ William K.  
Coors 04/03/2007

\*\*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) As of February 21, 2005, Keystone Financing LLC ("Keystone"), a Delaware limited liability company, owned 9,252,994 shares of Class B Common Stock of Molson Coors Brewing Company (the "Trust Shares"). At one time, the Reporting Person was a Manager of Keystone and, in such capacity, had voting power over the Trust Shares, as well as dispositive power over the Trust Shares except in the event of a sale of all or substantially all of the assets of Keystone. The Members of Keystone, including the May Kistler Coors Trust dated September 24, 1965 (the "Trust"), had dispositive power over the Trust Shares only in the event of a sale of all or substantially all of Keystone's assets. The Reporting Person was a trustee of the Trust and, in such capacity, had dispositive power over the Trust Shares (along with other trustees of the Trust). (continued to footnote 2).
- (2) Based on these relationships, on February 22, 2005, the Reporting Person filed a Form 3 with the Securities and Exchange Commission to report the beneficial ownership of the Trust Shares (but disclaimed beneficial ownership of the Trust Shares owned by Keystone and the Trust except to the extent of his pecuniary interest therein). The Reporting Person incorrectly reported in his Form 3 his status as manager of Keystone because on March 20, 2003, the Reporting Person resigned as a Manager of Keystone. On June 30, 2006, Adolph Coors Company LLC ("ACC"), a Wyoming limited liability company, became the trustee of various Coors family trusts, including the Trust. The Reporting Person serves as a director of ACC with eleven other former trustees of the Coors family trusts. On July 10, 2006, Keystone was dissolved and, as a result, the Trust Shares reverted to the Coors family trusts.(continued to footnote 3).
- (3) None of the individual members of the board of directors of ACC are considered to be beneficial owners of Trust Shares held by ACC, as the trustee of the Coors family trusts.
- (4) As of February 21, 2005, the 320,807 shares of Class B Common Stock of Molson Coors Brewing Company (the "Spousal Shares") reported as having been sold on this Form 4 and other Form 4's filed by the Reporting Person on April 4, 2007 were owned by the

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Reporting Person and his spouse, Rita Bass, in Joint Tenancy. On August 23, 2005, the Reporting Person transferred ownership of the Spousal Shares to Rita Bass individually. Ms. Bass sold the Spousal Shares in open market transactions listed on this Form 4 and other Form 4's filed by the Reporting Person on April 4, 2007 over the course of a three-day period from February 21, 2007 through February 23, 2007.

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.