

MOLSON COORS BREWING CO  
Form 4  
December 13, 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

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(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)

12/12/2006

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 below) \_\_\_\_ Other (specify below)

Pres. &amp; 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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Class B<br>Common<br>Stock            |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                    |                                                                                                                    |                                                                      |                                                                                |
|                                       |                                         |                                                             | Code                                 | V                                                                   | Amount                                                                                                             |                                                                      | Price                                                                          |
| Class B<br>Common<br>Stock            | 12/12/2006                              |                                                             | M <sup>(2)</sup>                     | 2,000                                                               | A                                                                                                                  | \$<br>61.605                                                         | 5,000                                                                          |
| Class B<br>Common<br>Stock            | 12/12/2006                              |                                                             | S <sup>(2)</sup>                     | 300                                                                 | D                                                                                                                  | \$ 73.84                                                             | 4,700                                                                          |

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|                            |            |                  |       |   |              |       |   |
|----------------------------|------------|------------------|-------|---|--------------|-------|---|
| Class B<br>Common<br>Stock | 12/12/2006 | S <sup>(2)</sup> | 1,100 | D | \$ 73.82     | 3,600 | D |
| Class B<br>Common<br>Stock | 12/12/2006 | S <sup>(2)</sup> | 600   | D | \$<br>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<br>Derivative<br>Security<br>(Instr. 3)                 | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) |
|---------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|
|                                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                       | Date Exercisable<br>Expiration<br>Date                         | Title<br>Amount<br>Underlying<br>Security<br>of                |
| Employee<br>Stock Option<br>(Right to Buy)                          | \$ 69.9802                                                            |                                         |                                                             |                                         |                                                                                                                 | <sup>(3)</sup> 05/12/2014                                      | Class B<br>Common<br>Stock 8                                   |
| Employee<br>Stock Option<br>(Right to Buy)                          | \$ 74.355                                                             |                                         |                                                             |                                         |                                                                                                                 | <sup>(3)</sup> 03/15/2015                                      | Class B<br>Common<br>Stock 14                                  |
| Class B<br>Exchangeable<br>Shares of<br>Molson Coors<br>Canada Inc. | \$ 0                                                                  |                                         |                                                             |                                         |                                                                                                                 | 02/09/2005 <sup>(4)</sup>                                      | Class B<br>Common<br>Stock                                     |
| Class B<br>Common<br>Stock                                          | \$ 69.14                                                              |                                         |                                                             |                                         |                                                                                                                 | 03/16/2007 <sup>(5)</sup> 03/16/2016                           | Class B<br>Common<br>Stock 20                                  |
| Employee<br>Stock Option<br>(Right to Buy)                          | \$ 61.605                                                             | 12/12/2006                              |                                                             | M <sup>(2)</sup>                        | 2,000                                                                                                           | 07/01/2006 <sup>(5)</sup> 07/01/2015                           | Class B<br>Common<br>Stock 20                                  |

## Reporting Owners

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

## Signatures

Laura L. McGee as agent for Kevin T. Boyce  
12/13/2006

\_\_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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