

Coallier Robert  
Form 4  
March 01, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Coallier Robert

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)  
Global Chief Bus. Dev. Officer

(Last) (First) (Middle)  
C/O MOLSON COORS BREWING COMPANY, 311 10TH STREET, NH311

3. Date of Earliest Transaction (Month/Day/Year)  
02/25/2005

(Street)  
GOLDEN, CO 80401-0030

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)	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)
				(A) or (D)	Price		
				Code	V	Amount	
Class B Common Stock	02/25/2005		M	A	\$ 17,760	50.0813	17,760 D
Class B Common Stock	02/25/2005		M	A	\$ 29,999	27.1107	47,759 D
Class B Common Stock	02/25/2005		S	D	\$ 47,759	69	0 D

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

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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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 81.89					02/09/2005	03/09/2012	Class B Common Stock	18,000
Employee Stock Option (right to buy)	\$ 69.98					02/09/2005	05/12/2014	Class B Common Stock	12,600
Employee Stock Option (right to buy)	\$ 71.92					02/09/2005	05/02/2013	Class B Common Stock	17,760
Employee Stock Option (right to buy)	\$ 27.1107	02/25/2005		M	29,999	02/09/2005	04/19/2010	Class B Common Stock	29,999
Employee Stock Option (right to buy)	\$ 50.0813	02/25/2005		M	17,760	02/09/2005	05/17/2011	Class B Common Stock	17,760
Class B exchange shares of	(1)					02/09/2005	(2)	Class B Common Stock	1,094

Molson  
Coors  
Canada  
Inc.

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Coallier Robert C/O MOLSON COORS BREWING COMPANY 311 10TH STREET, NH311 GOLDEN, CO 80401-0030			Global Chief Bus. Dev. Officer	

## Signatures

Annita M. Menogan as agent for Robert Coallier	03/01/2005
<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) The shares are convertible on a 1-for-1 basis.
  - (2) The Class B exchangeable shares are redeemable by a subsidiary of Molson Coors Brewing Company at any time after February 9, 2045, for Molson Coors Brewing Company Class B Common Stock or, for non-affiliates only, the equivalent value in cash.

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.