

MOLSON COORS BREWING CO  
 Form 4  
 March 04, 2015

**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)  
**03/02/2015**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 \_\_\_\_ Officer (give title below) \_\_\_\_ 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)  
 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	(D)	Price
Class B Common Stock	03/02/2015		M		30,000	A	\$ 32.67
					187,118		(1) (5) (6)
Class B Common Stock	03/02/2015		S	(2)	20,857	D	\$ 76.012
					166,261		(3)
Class B Common Stock					13,536,806	I	
					20,939	I	

by Adolph Coors Company LLC

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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	96,394 <sup>(4)</sup>	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	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	0 <sup>(5)</sup> <sup>(6)</sup>	I	by Peter H. Coors Revocable Trust dtd 8/7/09
Class B Common Stock	114,337 <sup>(1)</sup> <u>(4) (6)</u>	I	by Marilyn E Coors as Trustee of Peter H Coors 2014 Grantor Retained Annuity Trust XIX
Class B Common Stock	1,064	I	by Spouse

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 of Underlying Securities (Instr. 3 and 4)
Employee Stock Option (Right to Buy)	\$ 32.67	03/02/2015		M	30,000	05/18/2006 05/18/2016	Class B Common Stock 30,000

## 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  
Date: 03/04/2015

\*\*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) Reflects the transfer of 38,492 shares of Class B common stock on December 10, 2014 held directly by the reporting person to Maryilyn E. Coors as Trustee of Peter H. Coors 2014 Grantor Retained Annuity Trust XIX.
- (2) 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.  
The price reported represents the weighted average sales price of Class B common stock sold in multiple transactions at prices ranging from \$75.95 to \$76.15, 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 23,856 shares of Class B common stock on December 10, 2014 from Marilyn E. Coors as Trustee of Peter H. Coors 2012 Grantor Retained Annuity Trust XII dd 12/11/12 to Marilyn E. Coors as Trustee of Peter H. Coors 2014 Grantor Retained Annuity Trust XIX.
- (4) Reflects (i) the transfer of an additional 7,700 shares of Class B common stock on June 11, 2014 from shares held directly by the reporting person to the Peter H. Coors Revocable Trust dtd 8/7/09, and (ii) the correction of a clerical error of 270 shares.
- (5)

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- Reflects the transfer of 51,989 shares of Class B common stock on December 10, 2014 from the Peter H. Coors Revocable Trust dtd
- (6) 8/7/09 to the reporting person, with a corresponding transfer of such shares from the reporting person to Maryilyn E. Coors as Trustee of Peter H. Coors 2014 Grantor Retained Annuity Trust XIX.

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.