

Boyce Kevin
Form 4
March 02, 2007

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
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Boyce Kevin

(Last) (First) (Middle)

C/O MOLSON CANADA, 33
CARLINGVIEW DRIVE

(Street)

TORONTO, A6 M9W 5E4

(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)

02/16/2007

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. & 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 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	(A) or (D)	Price		
Class B Common Stock	02/16/2007		M ⁽¹⁾		333	A	\$ 61.6	3,333	D
Class B Common Stock	02/16/2007		S ⁽¹⁾		333	D	\$ 85.89	3,000	D
Class B Common Stock	02/16/2007		M ⁽¹⁾		13,000	A	\$ 69.98	16,000	D
Class B	02/16/2007		S ⁽¹⁾		5,000	D	\$	11,000	D

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Common 85.85

Stock

Class B

Common 02/16/2007 S(1) 8,000 D \$ 86 3,000 D
Stock

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 61.605	02/16/2007		M(1)	333	(2) 07/01/2015	Class B Common Stock 333
Employee Stock Option 9Right to Buy)	\$ 69.9802	02/16/2007		M(1)	13,000	(3) 05/12/2014	Class B Common Stock 13,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Boyce Kevin C/O MOLSON CANADA 33 CARLINGVIEW DRIVE TORONTO, A6 M9W 5E4			Pres. & CEO Molson Canada	

Signatures

Samuel D. Walker as agent for Kevin T.
Boyce

03/02/2007

__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) Mr. Boyce executed an option exercise and sale of the underlying shares of common stock.
- (2) This option vests in three equal annual increments beginning on the first anniversary of the grant date.
- (3) This option is fully vested and exercisable.

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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