

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL
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**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(f) of the
Investment Company Act of 1940

| | | |
|--|--|--|
| 1. Name and Address of Reporting Person * COORS PETER H <small>(Last) (First) (Middle)</small> 1225 17TH STREET, SUITE 3200 <small>(Street)</small> DENVER, CO 80202 <small>(City) (State) (Zip)</small> | 2. Issuer Name and Ticker or Trading Symbol MOLSON COORS BREWING CO [TAP] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Vice Chairman of the Board |
| 3. Date of Earliest Transaction (MM/DD/YYYY) <p align="center">2/14/2012</p> | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| 4. If Amendment, Date Original Filed (MM/DD/YYYY) | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Trans. Date | 2A. Deemed Execution Date, if any | 3. Trans. 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 | 2/14/2012 | | M | | 83334.0000 | A | \$28 | 454968.0000 | D | |
| Class B Common Stock | 2/14/2012 | | M | | 83333.0000 | A | \$28 | 538301.0000 | D | |
| Class B Common Stock | 2/14/2012 | | M | | 83333.0000 | A | \$28 | 621634.0000 | D | |
| Class B Common Stock | | | | | | | | 21445988.0000 | I | by Adolph Coors Company LLC |
| Class B Common Stock | | | | | | | | 20334.0000 | I | by Marilyn E Coors as Trustee of Peter H Coors 2010 grantor Retained Annuity Trust V dtd 10/8/2010 |
| Class B Common Stock | | | | | | | | 52175.0000 | I | by Marilyn E Coors as Trustee of Peter H Coors 2010 Grantor Ref'd Annuity Trust IV dtd |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Trans. Date | 2A. Deemed Execution Date, if any | 3. Trans. 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 | | | |
| | | | | | | | | | | 8/16/10 |
| Class B Common Stock | | | | | | | | 52970.0000 | I | by Marilyn E Coors as Trustee of Peter H Coors 2011 Ret'd Annuity Trust VIII dtd 12/9/11 |
| Class B Common Stock | | | | | | | | 50312.0000 | I | by Marilyn E Coors as Trustee of the Peter H Coors 2010 Grantor Retained Annuity Trust dtd 5/27/10 |
| Class B Common Stock | | | | | | | | 139993.0000 | I | by Marilyn E Coors as TTEE of the Peter H Coors 2011 Grantor Retained Annuity Trust VII dtd 9/2/11 |
| Class B Common Stock | | | | | | | | 1064.0000 | I | By Spouse |

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

| 1. Title of Derivate Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Trans. Date | 3A. Deemed Execution Date, if any | 4. Trans. 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 | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|----------------|-----------------------------------|---------------------------|---|--|-----|---|-----------------|---|----------------------------|--|---|--|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Employee Stock Option (Right to Buy) | \$28 | 2/14/2012 | | M | | 83334.0000 | | 2/14/2003 | 2/14/2012 | Class B Common Stock | 83334.0000 | \$ 0 | 0.0000 | D | |
| Employee Stock Option (Right to Buy) | \$28 | 2/14/2012 | | M | | 83333.0000 | | 2/14/2004 | 2/14/2012 | Class B Common Stock | 83333.0000 | \$ 0 | 0.0000 | D | |
| Employee Stock Option (Right to Buy) | \$28 | 2/14/2012 | | M | | 83333.0000 | | 2/14/2005 | 2/14/2012 | Class B Common Stock | 83333.0000 | \$ 0 | 0.0000 | D | |

Explanation of Responses:

Remarks:

The reporting person exercised a total of 250,000 options due to expire as of today's date.

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-----------------------------------|
| | Director | 10% Owner | Officer | Other |
| COORS PETER H 1225 17TH STREET SUITE 3200 DENVER, CO 80202 | X | X | | Vice Chairman of the Board |

Signatures**Margaret A. Beck, by Power of Attorney****2/14/2012**

** Signature of Reporting Person

Date

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

* 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).

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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