

[] 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

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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 *				suer Nan	ne and	Ti	icker or	Tr	ading Sy	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
KIELY W LEO III				LSON AP.A; T			RS BR	EV	WING	X Director 10% Owner			
(Last)	(First)	(Middle)		ate of Ea			nsactio	n (N	/IM/DD/Y	YYY)	X Officer (give title below) below)	Oth	ner (specify
C/O MOLSON COMPANY, 1					7.	/10	6/2007	7			Global CEO		
00112121111	(Street)		4. If	Amendn DD/YYYY		at	e Origi	nal	Filed		6. Individual or Joint/Group Applicable Line)	Filing (C)	heck
DENVER, CO (City)	80202 (State)	(Zip)									X Form filed by One Reporting F Form filed by More than One Re		on
(2.0)	(4:1113)		-Derivati	ve Secui	rities A	\c	mired.	Di	sposed o	of, or F		porting reis	OII
				rivative Securities Acquired, Disposed of, or Beneficially Owned Γrans. 2A. 3. Trans. 4. Securities Acquired 5. Amount of Securities Beneficially									7. Nature of
(Instr. 3)		Date	Deemed Execution Date, if	Code (Instr. 8)		(A) or Disposed of (D) (Instr. 3, 4 and 5)			Following Reported Transaction(s) (Instr. 3 and 4)		Ownership Form: Direct (D)	Beneficial Ownership	
				any	Code	v	Amount	(A) or (D)	Price			or Indirect (I) (Instr. 4)	(Instr. 4)
Class B Common Stock											7468.172	I	By 401(k)
Class B Common Stock	k										4744.4149	I	By IRA
Class B Common Stock	k										730	I	By Channel Island Partnership
Class B Common Stock	k		7/16/2007		M (1)		100	D	\$92.55		91180	D	
Class B Common Stock	k		7/16/2007		M (1)		200	D	\$92.60		90980	D	
Class B Common Stock	k		7/16/2007		M (1)		300	D	\$92.61		90680	D	
Class B Common Stock	k		7/16/2007		M (1)		900	D	\$92.62		89780	D	
Class B Common Stock	k		7/16/2007		M (1)		200	D	\$92.63		89580	D	
Class B Common Stock	k		7/16/2007		M (1)		200	D	\$92.645		89380	D	
Class B Common Stock	k		7/16/2007		M (1)		1400	D	\$92.70		87980	D	
Class B Common Stock	k		7/16/2007		M (1)		1000	D	\$92.72		86980	D	
Class B Common Stock	k		7/16/2007		M (1)		1300	D	\$92.73		85680	D	
Class B Common Stock	k		7/16/2007		M (1)		100	D	\$92.74		85580	D	
Class B Common Stock	k		7/16/2007		M (1)		300	D	\$92.81		85280	D	
Class B Common Stock	k		7/16/2007		M (1)		500	D	\$92.82		84780	D	
Class B Common Stock	k		7/16/2007		M (1)		600	D	\$92.83		84180	D	
			7/16/2007										

1 Title of Courity		140		2. Tr		2A.			- 			l of, or Beneficially			6	7. Nature of
1.Title of Security (Instr. 3)				Date		Deemed Execution Date, if	3. Trans. Code (Instr. 8)		(A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			Ownership Form: Direct (D)	Indirect Beneficial Ownership
						any	Code	Code V An		(A) or nount (D) Pri					or Indirect (I) (Instr. 4)	(Instr. 4)
Class B Common Stock							M (1)		1570	D	\$92.84	826	82610			
Class B Common Stock				7/16/	2007		M (1)		2000	D	\$92.86	806	80610			
Class B Common Stock				7/16/	2007		M (1)		500	D	\$92.92	80110			D	
Tab	ole II - De	rivati	ve Securi	ities B	enef	ficially () wned	. (<i>e.g.</i> , pı	ıts,	calls,	warrants, options,	convert	ible secu	rities)	
1. Title of Derivate Security (Instr. 3)	or Exercise Date Execution C			Trans. Code	Deri Secu Acq Disp	fumber of ivative urities uired (A) oposed of (D) tr. 3, 4 and	and E	6. Date Exc and Expira		tion Date		ties Underlying tive Security 3 and 4)	(Instr. 5) Secur Bene Owner Follo Repo		Form of Derivative Security: Direct (D) or Indirect (I) (Instr.	1
				Code V	(A) (D)	Date Exerc	isal	Expira ble Date	ation	Title S	Amount or Number of Shares		(s) (Instr. 4	1 ′	

Explanation of Responses:

(1) Mr. Kiely executed a pre-planned exercise and sale pursuant to a written plan.

Reporting Owners

Panarting Owner Name / Address	Relationships						
Reporting Owner Name / Address	Director	10% Owner	- F -	Other			
KIELY W LEO III							
C/O MOLSON COORS BREWING COMPANY							
	X		Global CEO				
1225 17TH STREET							
DENVER, CO 80202							

Signatures

Samuel D. Walker as agent for W. Leo Kiely III 7/18/2007 Date

** Signature of Reporting Person

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.

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.