MOLSON COORS BREWING CO
Form 4
March 06, 2006

FORM 4

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

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 Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
KIELY W LEO III

(Last) (First) (Middle)

C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET

(Street)

DENVER, CO 80202

(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)
03/03/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Global CEO

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	03/03/2006		M(1)		15,000	A	$ 33.4063	81,964	D	
Class B Common Stock	03/03/2006		S(1)		15,000	D	$ 65	66,964	D	
Class B Common Stock								4,490.02 (2)	I	by 401(k)
Class B								4,393	I	by IRA

Common Stock				
Class B Common Stock		730	I	by Channel Island Partnership

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 Underlying Securities (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option (Right to Buy)	$ 33.4063	03/03/2006		M[(1)]			15,000	01/02/1999	01/02/2008	Class B Common Stock	15,0
Employee Stock Option (Right to Buy)	$ 56.8438							01/04/2000[(3)]	01/04/2009	Class B Common Stock	32,0
Employee Stock Option (Right to Buy)	$ 59.25							02/16/2000[(3)]	02/16/2009	Class B Common Stock	12,3
Employee Stock Option (Right to Buy)	$ 59.25							02/16/2000[(3)]	02/16/2009	Class B Common Stock	43,0
Employee Stock Option	$ 51.5938							01/03/2001[(3)]	01/03/2010	Class B Common Stock	45,7

(Right to Buy)						
Employee Stock Option (Right to Buy)	$ 48.4375		02/17/2001[3]	02/17/2010	Class B Common Stock	48,7
Employee Stock Option (Right to Buy)	$ 63.1563		08/17/2001[3]	08/17/2010	Class B Common Stock	9,1
Employee Stock Option (Right to Buy)	$ 69.095		02/16/2002[3]	02/16/2011	Class B Common Stock	120,
Employee Stock Option (Right to Buy)	$ 56		02/14/2003[3]	02/14/2012	Class B Common Stock	120,
Employee Stock Option (Right to Buy)	$ 49.015		02/13/2004[3]	02/13/2013	Class B Common Stock	150,
Employee Stock Option (Right to Buy)	$ 65.32		02/12/2005[3]	02/12/2014	Class B Common Stock	150,
Employee Stock Option (Right to Buy)	$ 74.35		05/12/2006[3]	05/12/2015	Class B Common Stock	175,

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KIELY W LEO III C/O MOLSON COORS BREWING COMPANY 1225 17TH STREET	X		Global CEO	

DENVER, CO 80202

Signatures

Laura L. McGee as agent for W. Leo Kiely, III	03/06/2006
**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. Kiely executed a pre-determined cashless exercise and sale pursuant to a written plan.

(2) The number of shares in Mr. Kiely's 401(k) is derived by combining the value of his contributions with the Company's matches, and dividing the sum by the stock price as of 12/31/03.

(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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