

COORS ADOLPH CO  
Form DEFA14A  
October 07, 2004

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

**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**Adolph Coors Company**

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(Name of Registrant as Specified In Its Charter)

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This filing consists of a newsletter distributed to employees of Adolph Coors Company ("Coors") on October 6, 2004 in connection with the proposed combination of Coors and Molson Inc.

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**Special Edition**  
**NEWSfacts**

**Wednesday, October 6, 2004**

Produced by Coors Corporate Communications  
AN INTERNAL PUBLICATION FOR CBC EMPLOYEES  
(303) 277-2555 (303) 277-6246(FAX)

**FTC CLEARS MERGER OF MOLSON/COORS**

*The Denver Post* reported the merger of Adolph Coors Company and Molson Inc. took a step forward Tuesday when U.S. regulators gave antitrust clearance for the proposed Molson Coors merger.

According to *The Daily Deal*, the Federal Trade Commission (FTC) announced that it does not have antitrust objections to the deal.

Regulators suspended the 30-day waiting period for antitrust investigations and are allowing the transaction to move ahead. No antitrust problems were found with the merger, so the full 30-day wait was suspended, reported *Washington (AP)*.

Still required are Canadian antitrust clearance, Securities and Exchange Commission clearance of the merger proxy document that will be sent to shareholders, and shareholder votes. Molson has tentatively scheduled a mid-December shareholder vote. Coors has not yet scheduled a vote.

*Editor's Note: The regulatory clearance mentioned above is one of several steps that must be completed in order for the merger to be approved.*

*Coors has filed a preliminary joint proxy statement/management information circular regarding the proposed transaction with the Securities and Exchange Commission. Stockholders are urged to read the definitive joint proxy statement/management information circular when it becomes available, because it will contain important information. Stockholders will be able to obtain a free copy of the definitive joint proxy statement/management information circular, as well as other filings containing information about Coors, without charge, at the Securities and Exchange Commission's internet site (<http://www.sec.gov>). Copies of the definitive joint proxy statement/management information circular and the filings with the Securities and Exchange Commission that will be incorporated by reference in the definitive joint proxy statement/management information circular can also be obtained, without charge, by directing a request to Adolph Coors Company, 311 10th Street, Golden, Colorado 80401, Attention: Investor Relations, (303) 279-6565. The respective directors and executive officers of Coors and Molson and other persons may be deemed to be participants in the solicitation of proxies in respect of the proposed merger. Information regarding Coors's and Molson's directors and executive officers, and a description of their direct and indirect interests, by security holdings or otherwise, is available in the preliminary joint proxy statement/management information circular filed with the Securities and Exchange Commission.*

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