

Boyce Kevin
Form 4
March 02, 2007

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Boyce Kevin

2. Issuer Name and Ticker or Trading Symbol
MOLSON COORS BREWING CO
[TAP.A; TAP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction
(Month/Day/Year)
02/16/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Pres. & CEO Molson Canada

C/O MOLSON CANADA, 33
CARLINGVIEW DRIVE

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

TORONTO, A6 M9W 5E4

(City) (State) (Zip)

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) | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|
| | | | | (A) or (D) | Price | | | |
| | | | | Code | V | Amount | | |
| 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 Common Stock | 02/16/2007 | | S ⁽¹⁾ | 5,000 | D | \$ | 11,000 | D |

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| | | | | | | | |
|----------------------|------------|--|------------------|-------|---|-------|---------|
| Common Stock | | | | | | 85.85 | |
| Class B Common Stock | 02/16/2007 | | S ⁽¹⁾ | 8,000 | D | \$ 86 | 3,000 D |

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

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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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title |
| 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 (Right 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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.