Edgar Filing: COORS PETER H - Form 4

COORS PE Form 4 January 24, FORN Check th if no lor subject to Section Form 4 Form 5 obligation may con <i>See</i> Inst 1(b).	2006 A 4 UNITED his box nger to 16. or Staten Filed pur Section 17(AENT O	Wa F CHAN Section 1 Public U	NGES IN NGES IN SECUI 16(a) of tl Utility Hol	h, D.C. 2 BENEI RITIES he Secur Iding Co	0549 FICL	AL OWN Exchange	DMMISSION ERSHIP OF Act of 1934, 1935 or Section	OMB Number: Expires: Estimated a burden hour response	•
(Print or Type	Responses)									
1. Name and COORS PH	Address of Reporting ETER H	Person *	Symbol	er Name an NCORP			0	5. Relationship of I Issuer		
(Last)	(First) (Middle)		of Earliest T	Transactior	ı		(Check	all applicable	:)
MOLSON COORS BREWING 01/23/2 COMPANY, P.O. BOX 4030				/Day/Year) /2006				_X_ Director 10% Owner Officer (give title Other (specify below)		
				Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)	Tah	le I - Non-	Derivativ	e Secu		ired, Disposed of,	or Beneficial	lv Owned
1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)			3. 4. Securities Acquired (A) 5. Amo Transactionor Disposed of (D) Securiti Code (Instr. 3, 4 and 5) Benefic (Instr. 8) Owned Followi Reporte				5. Amount of Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership	
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)	(Instr. 4)	
Common Stock, \$0.01 par value	01/23/2006			М	9,552	A	\$ 14.7894	20,318	D	
Common Stock, \$0.01 par value	01/23/2006			М	5,731	A	\$ 15.5741	26,049	D	
Common Stock, \$0.01 par value	01/23/2006			S	7,934	D	\$ 29.18	18,115 <u>(1)</u>	D	

Common			
Stock,	394	т	IRA
\$0.01 par	394	1	IKA
value			

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

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.

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. Transactio Code (Instr. 8)	5. Number prof 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 Amoun Underlying Securiti (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amou or Numt of Share
Non-Employee Director Stock Option (Right to Buy)	\$ 14.7894	01/23/2006		М	9,552	(2)	02/21/2006	Common Stock	9,55
Non-Employee Director Stock Option (Right to Buy)	\$ 15.5741	01/23/2006		М	5,731	(2)	04/17/2006	Common Stock	5,73

Reporting Owners

Reporting Owner Name / Address	Relationships					
I G G G G G G G G G G G G G G G G G G G	Director	10% Owner	Officer	Other		
COORS PETER H MOLSON COORS BREWING COMPANY P.O. BOX 4030 GOLDEN, CO 80401	X					

Signatures

Lee R. Mitau for Peter H. 01/24/2006 Coors

**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) The proceeds of the sale of shares were used to pay the expenses of the option exercises reported on this form.
- (2) The option was fully vested immediately after grant.

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.