

COORS JEFFREY H  
Form 3  
February 22, 2005

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *  |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â COORS JEFFREY H                          |         | (Month/Day/Year)                     | MOLSON COORS BREWING CO [TAP]                      |  |
| (Last)                                     | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
|  |         | 02/09/2005                           |  |  |
| C/O COORS FAMILY TRUSTS,Â MAIL STOP VR 900 |         |                                      | (Check all applicable)                             |  |
| (Street)                                   |         |                                      | <input type="checkbox"/> Director                  | <input checked="" type="checkbox"/> 10% Owner                          |
| GOLDEN,Â COÂ 80401                         |         |                                      | <input type="checkbox"/> Officer                   | <input type="checkbox"/> Other   |
| (City)                                     | (State) | (Zip)                                | (give title below)                                 | (specify below)  |
|  |         |                                      |  | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|  |         |                                      |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|  |         |                                      |  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Class B Common Stock            | 9,252,994   | I <u>(1)</u>   | By: Keystone Financing LLC                            |
| Class B Common Stock            | 532   | D  | Â   |
| Class B Common Stock            | 1,041   | I <u>(2)</u>   | As custodian for daughter                             |
| Class B Common Stock            | 1,041   | I <u>(2)</u>   | As custodian for daughter                             |
| Class B Common Stock            | 197   | I <u>(2)</u>   | As custodian for son                                  |
| Class B Common Stock            | 532   | I <u>(3)</u>   | Held by wife  |
| Class B Common Stock            | 844   | I <u>(4)</u>   | Held by son   |

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |
|---|--|--|--|--|---|
|   | Date<br>Exercisable  | Expiration<br>Date   |  |  |   |
|   |  | Title  | Amount or<br>Number of<br>Shares                                   |  |   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| COORS JEFFREY H<br>C/O COORS FAMILY TRUSTS<br>MAIL STOP VR 900<br>GOLDEN, CO 80401 | ^             | ^ X       | ^       | ^     |

## Signatures

/s/ Jeffrey H. Coors 02/21/2005

Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) See Remarks section for Footnote 1.
- (2) Represents stock gifted to daughters and son under Uniform Transfer to Minors Act CO on December 9, 1998.
- (3) The Reporting Person disclaims beneficial ownership of all securities held by his wife and this report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other reason.
- (4) The Reporting Person disclaims beneficial ownership of these securities, previously gifted to son under Uniform Transfer to Minors Act CO on December 9, 1998, and this report shall not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or any other reason.

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### Remarks:

Keystone Financing LLC ("Keystone") is a limited liability company that directly owns the reported

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.