

COORS JEFFREY H  
Form 3  
February 22, 2005

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

OMB APPROVAL

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**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 \*

Â COORS JEFFREY H  
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)  
02/09/2005

3. Issuer Name and Ticker or Trading Symbol  
MOLSON COORS BREWING CO [TAP]

4. Relationship of Reporting Person(s) to Issuer

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

C/O COORS FAMILY TRUSTS,Â MAIL STOP VR 900

(Street)

GOLDEN,Â COÂ 80401

(City) (State) (Zip)

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer \_\_\_ Other  
(give title below) (specify below)

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 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)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COORS JEFFREY H C/O COORS FAMILY TRUSTS MAIL STOP VR 900 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.