



Press Release
9th October 2007

Mark Hunter returns to lead Coors Brewers Limited

Coors Brewers Limited, the UK brewing business of Molson Coors Brewing Company, announces the appointment of Mark Hunter to the post of Chief Executive. Mark replaces Peter Swinburn who has been appointed as the Chief Executive of the Coors Brewing Company, Molson Coors' USA business.

Mark is a graduate of the University of Strathclyde in Glasgow with an honours degree in Marketing and Business Administration. He joined Bass Brewers in 1989 and held a number of positions within the marketing function before joining the Board of Bass Brewers in 1997 as Marketing Director responsible for the Bass Brewers brand portfolio.

Mark played a key leadership role in the 100% growth in Carling Lager in the UK over the period 1996-2005. This included the launch of Carling Extra Cold into the UK market, which reinforced its 30 years standing as the UK's number one selling beer. He also led the establishment of Grolsch as a major premium lager in the UK and the launch of the Coors brand into the UK in 2003. Mark's role expanded to include responsibility for export markets and business unit strategy when Bass Brewers was acquired by the Coors Brewing Company in 2002.

In May 2005 Mark transferred to Molson in Canada post the Molson/Coors merger where he has responsibility for all sales and marketing activities across Canada as Chief Commercial Officer. In addition to his functional accountabilities Mark established the MCBC Marketing Council responsible for enterprise wide thinking on portfolio management, insight and innovation, emerging consumer communication models and marketing capability.

Leo Kiely, Chief Executive Officer of Molson Coors Brewing Company said "Mark has extensive knowledge and insight on the UK market. His keen sense of how to market brands in different cultures and his strategic thinking ability will be key to our Europe and Asia business."

Mark said "I am very honoured to have the opportunity to lead Coors Brewers at a very exciting time for the company. The company has a great brand portfolio and great people who are driving enormous change - my focus will be building on this strong base for the future".

Mark, aged 44, is married with two children and is a keen follower of sport principally football, and an occasional participant at golf. He is also a big music fan...listening and watching...not playing.

Ends

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