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MOLSON COORS GOES DARK FOR EARTH HOUR
Global Brewing Company Reaffirms Commitment to Energy Conservation
as a Participant in Worldwide Climate Change Initiative

DENVER AND MONTREAL (March 25, 2009) – [Molson Coors Brewing Company](#) (NYSE: TAP; TSX), today announced for the second consecutive year, its facilities around the world will turn off all non-essential lights on Saturday, March 28, from 8:30 – 9:30 p.m. local time, in observance of [Earth Hour](#).

[Earth Hour](#), created by the World Wildlife Fund (WWF), is a global climate change initiative that calls on individuals and businesses around the world to join together in the simple act of turning off their lights for one hour to express their dedication to action on climate change. This worldwide effort began two years ago in Sydney, Australia when more than two million people turned off their lights for an hour and reduced the city's energy consumption by more than 10 percent. It became a global movement in 2008 with more than 50 million people participating and this year, more than 500 cities and 75 countries have confirmed participation.

In the US, the [Molson Coors'](#) Denver headquarters and [MillerCoors](#) offices and breweries will switch off all non-essential interior and exterior lights in observance of [Earth Hour](#). In Canada, the [Molson](#) breweries will turn off all exterior lighting and signage, while UK-based [Coors Brewers Ltd.](#) will turn off exterior lighting not needed for safety purposes. During Earth Hour last year, Toronto-based [Molson](#) reduced its kilowatt consumption by approximately 1,544 KWH, conserving enough energy to power a house for a month.

"The success of this event for Molson Coors is about more than turning the lights off for one hour, it is about changing the way we think about energy and challenging ourselves to do things differently," said Bart Alexander, vice president, global alcohol policy and corporate responsibility for Molson Coors. "That's why we look forward to participating again this year and we are also encouraging our employees to observe [Earth Hour](#) at home to learn more about reducing their energy consumption."

[Molson Coors'](#) commitment to energy conservation and reduced carbon emissions is not limited to [Earth Hour](#) – it is also exemplified in its corporate policies and business objectives, which include the company's global target to reduce its energy use, indexed to production, by 4 percent annually.

In recognition of its efforts, [Molson Coors](#) recently received the highest ranking among brewers and alcohol companies, the 2nd highest ranking in the beverage industry category and ranked 12th in overall climate change strategies in the 2009 annual [CERES](#) report. In 2008, [The Carbon Disclosure Project](#) awarded Molson Coors a score of 90 percent and ranked the brewer 4th in its Retail & Consumer Sector category.

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Additionally, [Molson](#) launched an energy conservation program in Canada which received an environmental award from the Canadian Industry Program for Energy Conservation (CIPEC). In the U.K., [Coors Brewers Ltd.](#) eliminated more than 300,000 distribution miles through a series of conservation initiatives. The results saved the equivalent of 33,000 gallons of fuel. In the U.S., [MillerCoors](#) is setting emissions goals with the Environmental Protection Agency Climate Leaders Program by the end of 2009.

For more information about Molson Coors and its global responsibility initiatives, please visit www.molsoncoors.com/responsibility. The more we listen, the more we learn – please give us your feedback at <http://www.molsoncoors.com/responsibility/feedback>.

For more information about Earth Hour, visit www.earthhour.org. Those interested can also follow dialog surrounding Earth Hour via Twitter at [#earthhour](https://twitter.com/earthhour).

About Molson Coors Brewing Company:

Molson Coors Brewing Company is one of the world’s largest brewers. It brews, markets and sells a portfolio of leading premium quality brands such as Coors Light, Molson Canadian, Molson Dry, Carling, Coors, and Keystone Light in North America, Europe and Asia. It operates in Canada through Molson Canada; in the US through the MillerCoors joint venture; and in the U.K. and Ireland through Coors Brewers Limited. For more information on Molson Coors Brewing Company, visit the company’s Web site, www.molsoncoors.com.

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