

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

**COORS BREWING CO**

2. Address:

801 PENNSYLVANIA AVENUE, NW, #252, WASHINGTON, DC 20004

3. Principal place of business (if different from line 2):

City: Golden State/Zip(or Country): CO 80401

4. Contact Name: RICHARD CRAWFORD

Telephone: 2027374444

E-mail (optional): richard.crawford@coors.com

Senate ID #: 10786-12

House ID #:

7. Client Name:  Self

## TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30):  **OR** Year End (July 1 - December 31):

9. Check if this filing amends a previously filed version of this report:

10. Check if this is a Termination Report:  => Termination Date: \_\_\_\_\_ 11. No Lobbying Activity:

## INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

### 12. Lobbying Firms

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$10,000:

\$10,000 or more:  => Income (nearest \$20,000): \_\_\_\_\_

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000:

\$10,000 or more:  => Expenses (nearest \$20,000): 500,000.00

### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

- Method A.** Reporting amounts using LDA definitions only  
 **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code  
 **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ADV (one per page)

16. Specific lobbying issues:

- General interest in alcohol advertising and self regulation - General discussion on beer industry's advertising compliant resolution program - General discussion on FTC inquiry into industry's self regulatory compliance activities

17. House(s) of Congress and Federal agencies contacted:

Federal Trade Commission (FTC)  
HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.  
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: AGR (one per page)

16. Specific lobbying issues:

- H.R. 2419, the Farm Bill Extension Act of 2007. General education on impact commodity title would have on barley growers and beer industry. - H.R. 2419, General discussion on provision that nullifies binding arbitration clauses in livestock contracts - H.R. 2419, General interest in energy title as it relates to renewable energy

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ALC (one per page)

16. Specific lobbying issues:

- General discussion and education on Public Law 109-422 , the STOP Act -General discussion on SAMHSA reauthorization - General education on company's and distributor alcohol prevention and education programs - General interest in Appropriations related to alcohol policy - TTB regulations concerning consumer labeling, servings facts and related issues - General interest in drunk driving policy

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: BAN (one per page)

16. Specific lobbying issues:

- General education on SOX 404 requirements and its impact on company

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: BEV (one per page)

16. Specific lobbying issues:

- General education on importance of maintaining malt beverage three-tier distribution system and state alcohol regulatory regime.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: CAW (one per page)

16. Specific lobbying issues:

- General interest in Good Samaritan legislation - General interest in climate change.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: CHM (one per page)

16. Specific lobbying issues:

- General discussion on Chemical Security Act regulations.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
Homeland Security, Dept of (DHS)  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.  
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: COM (one per page)

16. Specific lobbying issues:

- General discussion on importance of maintaining private radio spectrum that is interference free and avoids fees or auctions.

17. House(s) of Congress and Federal agencies contacted:

Federal Communications Commission (FCC)

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ENG (one per page)

16. Specific lobbying issues:

- General education on Coors ethanol production activities. - General interest in electric deregulation, co-generation and bio-mass plant incentives, and development of natural gas resources (HR 6, Clean Energy Act; HR 2337 Energy Policy and Reform and Revitalization Act; HR 2776 Renewable Energy Conservation Act.

17. House(s) of Congress and Federal agencies contacted:

Commerce, Dept of (DDC)  
Energy, Dept of  
HOUSE OF REPRESENTATIVES  
SENATE  
White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.  
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: IMM (one per page)

16. Specific lobbying issues:

- General discussion on DOL's program related to Green card applications and approval process.

17. House(s) of Congress and Federal agencies contacted:

Labor, Dept of (DOL)  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: LBR (one per page)

16. Specific lobbying issues:

- H.R. 800, the Employee Free Choice Act. - H.R. 2015, the Employment Non-Discrimination Act. - General education on S. 1702, the Domestic Partner Health Benefits Equity Act.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: MAN (one per page)

16. Specific lobbying issues:

- General discussion on Shenandoah plant improvements.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: MAR (one per page)

16. Specific lobbying issues:

- General education on safe boating initiatives.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: NAT (one per page)

16. Specific lobbying issues:

- General interest in western water rights, wilderness/national park designations, and drought preparedness.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: RRR (one per page)

16. Specific lobbying issues:

- General interest in Staggers Act and efforts to further regulate industry. (S. 953 and H.R. 2125, the Railroad Competition and Service Improvement Act).

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

- General interest in legislation repealing 1990 Federal beer tax increase (H.R. 1610/S.1995). - General interest on provisions related to corporate taxes and other revenue offsets. - General interest on Puerto Rico tax differential. - General interest in AMT reform. - General interest on FET duty drawback claims. - General education on S. 1702, the Domestic Partner Health Benefits Equity Act. - General interest in alcohol tax policy.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: COORS BREWING CO Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

- General interest on currency matters pertaining to China (RMB) - General interest in North America's Security and Prosperity Partnership  
- General interest in HR 1061, The Protecting American Commerce and Travel Act - General education on impact of USDA's border security requirements

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: CRAWFORD, RICHARD C.

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Aug 10, 2007

Printed Name and Title: RICHARD CRAWFORD, DIRECTOR FEDERAL GOVERNMENT AFFA -

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

**23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client**

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client**

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE      Date: Aug 10, 2007

Printed Name and Title: -