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Molson Coors Launches M, the World's Only Microcarbonated™ Lager

A Revolution in Brewing

MONTREAL, QUEBEC--(Marketwire - Nov. 23, 2009) - Molson Coors launches Molson M, the world's only Microcarbonated™ lager beer. Created in Montreal, Molson M is a revolution in brewing. This one-of-a-kind beer is brewed using Molson Coors' innovative microcarbonization process. This revolutionary process, unique to Molson M, results in a genuine, premium quality lager with 4.9% alcohol/volume with a taste that goes down well!

"To stay at the top of our game, we have to be innovative in how we build brands. We have to constantly challenge ourselves to secure our future as a top-tier global brewer," said Ian Freedman, Molson Coors' Senior Vice-President & General Manager for Quebec. "That said, the ultimate judge is the beer drinker - it is critical that we make our brands extraordinary so they choose us time after time. This means staying focused on keeping our portfolio exciting and relevant. With Molson M, we are introducing a liquid that will reinvigorate a beer market that has long been looking for excitement and something new."

"For seven generations now, Molson has consistently redefined the world of brewing through new practices. Today, this rich tradition of innovation has reached all new heights with the launch of M, the world's only Microcarbonated™ lager," said Veronique Simard, Molson M Senior Brand Manager.

MICROCARBONIZATION PROCESS

Years of innovation and creativity have enabled us to create the world's only Microcarbonated™ lager. Brewed based on an exclusive, revolutionary process developed by Molson Coors, M provides conclusive proof that it is possible to keep moving forward even when your company is steeped in longstanding tradition.

Microcarbonization is a revolutionary process implemented by Molson Coors at the company's brewery on Notre-Dame Street in Montreal, a process during which the beer is injected with CO₂ through smaller, finer bubbles with a high level of precision and consistency.

"The injection of smaller CO₂ bubbles makes it possible to preserve not only the taste of the hops but also the delicate flavours generated by the yeast during fermentation," explained Karine Brunelle, brewer with Molson Coors.

The microcarbonization process, for which a patent is pending, required substantial investment in the company's Montreal brewery.

Particular attention was devoted to the packaging of Molson M and the latter's distinctive, more sophisticated image. In the lead-up to the launch, Molson M was successfully taste-tested by beer lovers who applauded the brew's smooth taste that goes down well. Molson M is brewed using premium quality ingredients, including the company's renowned strain of yeast and roasted caramel malt that result in a beer with a light, sweet, distinctive malt taste.

"Our aim with M is to provide today's consumers with an easy-drinking, premium quality lager consistent with their expectations. With its unique microcarbonization process, we are convinced beyond a doubt that Molson M will satisfy the tastes of the most demanding of aficionados who expect nothing but the best," Veronique Simard proudly went on to underscore.

Molson M is available starting today in grocery stores, convenience stores and bars in Quebec, with nationwide distribution to be phased in between now and 2011. A comprehensive marketing initiative, which includes television, social media and billboard advertising, is currently being deployed in regions across the province.

ABOUT MOLSON COORS CANADA

With roots dating back to 1786 and a time-honoured tradition of brewing quality beers, Molson Coors Canada is proud to be the nation's pre-eminent brewer. The Company proudly offers some of the most popular brands in Canada with an award-winning brand portfolio that includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson Coors Canada also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft, and Foster's Lager. The Company employs 3000 Canadians, operates six breweries, including the boutique brewery Creemore, and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Coors Canada is part of the Molson Coors Brewing Company.

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