

Gov. Walker: Molson Coors to open regional global business services center in Milwaukee

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DENVER, CO and MADISON, WI - Molson Coors Brewing Company (NYSE: TAP; TSX:TPX), the parent company of MillerCoors, is expanding its operations in Milwaukee by opening a global business service center to support its operations throughout North America.

The new center, which is expected to employ about 150 people when fully operational, will be located at the MillerCoors Miller Valley Campus on the city's west side.

"I applaud Molson Coors' decision to expand its operations in Milwaukee, a city with a strong brewing legacy that includes Miller Beer," said Governor Scott Walker.

"This new facility - along with the company's other recent investments in Milwaukee - illustrates MillerCoors continued commitment to the city and state."

"We are thrilled to further our investment in Milwaukee," said Kelly Grebe, chief legal officer at MillerCoors. "This is the city we've called home for more than 160 years and the arrival of the GBS Center is just the latest example of our commitment to Milwaukee and its residents."

Molson Coors selected Milwaukee as the regional site for the multi-function service center that will support the company in areas such as finance and accounting, human resources and procurement. The regional global business service center also will enhance workforce planning and career development for employees.

To help secure the company's investment in Milwaukee, the Wisconsin Economic Development Corporation (WEDC) has authorized Molson Coors to receive up to \$1.7 million in state income tax credits over the next four years and has awarded the company a workforce training grant of up to \$750,000.

The actual amount of tax credits the company will earn are contingent upon the number of jobs created through September 2021.

The decision to open the regional global business service center in Milwaukee is the most recent instance of the company, and its U.S. business unit, MillerCoors, investing in Milwaukee. MillerCoors recently broke ground on a \$50 million expansion of the Tenth Street Brewery near downtown Milwaukee. That project will add up to 65 new full-time jobs to the facility, while increasing capacity and efficiency. The Tenth Street Brewery expansion is in addition to \$45 million in upgrades MillerCoors made to the main Milwaukee Brewery in 2017. The company also continues to be a leading sponsor of the city's sports and entertainment initiatives, from Summerfest and Wisconsin Center District to the Milwaukee Brewers to Milwaukee Bucks.

About Molson Coors

With a story that starts in 1774, Molson Coors has spent centuries defining brewing greatness. As one of the largest global brewers, Molson Coors works to deliver extraordinary brands that delight the world's beer drinkers. From Coors Light, Miller Lite, Carling, Staropramen and Sharp's Doom Bar to Leinenkugel's Summer Shandy, Blue Moon Belgian White, Pilsner Urquell, Creemore Springs Premium Lager and Smith & Forge Hard Cider, Molson Coors offers a beer for every beer lover.

Molson Coors operates through Molson Coors Canada, MillerCoors, Molson Coors Europe and Molson Coors International. The company is not only committed to brewing extraordinary beers, but also running a business focused on respect for its employees, communities and drinkers, which means corporate responsibility and accountability right from the start. It has been listed on the Dow Jones Sustainability North American Index for the past seven years. To learn more about Molson Coors Brewing Company, visit molsoncoors.com, ourbeerprint.com or on Twitter through @MolsonCoors.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of the U.S. federal securities laws. Generally, the words “aims,” “believe,” “expect,” “intend,” “anticipate,” “project,” “will,” and similar expressions identify forward-looking statements, which generally are not historic in nature. Forward-looking statements include those relating to the operations, employees, suppliers, integration matters and future opportunities. Although Molson Coors believes that the assumptions upon which its forward-looking statements are based are reasonable, it can give no assurance that these assumptions will prove to be correct. Important factors that could cause actual results to differ materially from Molson Coors’ projections and expectations are disclosed in Molson Coors’ filings with the SEC. These factors include, among others, health of the beer industry and our brands in our markets; economic conditions in our markets; stock market and commodities performance; consumer demand; global economic conditions; changes in laws and regulations; development of new technology; costs of resources and raw materials; force majeure events; changes in our supply chain system; success of our joint ventures; future financial and operating performance within and related to the industry; and other risks discussed in our filings with the SEC . All forward-looking statements in this Press Release are expressly qualified by such cautionary statements and by reference to the underlying assumptions. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We do not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise.