
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): **February 17, 2011**

ROLLINS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation)

1-4422
(Commission File Number)

51-0068479
(I.R.S. Employer Identification No.)

2170 Piedmont Road, N.E., Atlanta, Georgia 30324
(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: **(404) 888-2000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 7.01. Regulation FD Disclosure

On February 17, 2011, the Company issued a press release announcing that it will participate in the 2011 Robert T. Baird Business Solutions Conference, to be held February 23-24, 2011 at the Four Seasons Hotel in Boston, Massachusetts. The Company has furnished with this Form 8-K as Exhibit 99.1 a press release of this announcement.

Harry Cynkus, Senior Vice President, Chief Financial Officer and Treasurer will make a presentation on Thursday, February 24 at 8:00 a.m. EST. The presentation will provide a corporate overview, highlight the services Rollins provides and discuss the most recent published financial results.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated February 17, 2011

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, Rollins, Inc. has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ROLLINS, INC.

Date: February 17, 2011

By: /s/ Harry J. Cynkus
Name: Harry J. Cynkus
Title: Senior Vice President, Chief Financial Officer and Treasurer
(Principal Financial and Accounting Officer)

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For Immediate Release

Rollins Inc. to Participate in the 2011 Robert T. Baird Business Solutions Conference

Atlanta, GA, February 17, 2011 —Rollins, Inc. (NYSE: ROL) announced today that the company will participate in the 2011 Robert T. Baird Business Solutions Conference, to be held February 23-24, 2011 at the Four Seasons Hotel in Boston, Massachusetts.

Harry Cynkus, Senior Vice President, Chief Financial Officer and Treasurer will make a presentation on Thursday, February 24, 2011 at 8:00 a.m. EST. The presentation will provide a corporate overview, highlight the services Rollins provides and discuss the most recent published financial results. A copy of this presentation will be available on our web site at www.rollins.com on the date of the event.

About Rollins

Rollins, Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, HomeTeam Pest Defense, Western Pest Services, PCO Services, The Industrial Fumigant Company, Waltham Services, Crane Pest Control, and TruTech, the Company provides essential pest control services and protection against termite damage, rodents and insects to over 2 million customers in the United States, Canada, Europe, Central America, the Caribbean, the Middle East, Asia and the Mediterranean from over 500 locations. You can learn more about our subsidiaries by visiting our web sites at www.orkin.com, www.pestdefense.com, www.westernpest.com, www.orkincanada.ca, www.indfumco.com, www.walthamservices.com, www.cranepestcontrol.com, www.truechinc.com and www.rollins.com. You can also find this and other news releases at www.rollins.com by accessing the news releases button.
