

**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 23, 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))

ITEM 7.01. Regulation FD Disclosure

On February 23, 2011, The Rollins, Inc. Board of Directors named John Wilson, Gene Iarocci and Bob Wanzer as officers and vice presidents of Rollins, Inc., a nationwide consumer services company (NYSE:ROL). Additionally, Wanzer has been promoted to chief operating officer for Rollins brands HomeTeam Pest Defense, Orkin PCO Services, Western Pest Defense, The Industrial Fumigant Company and Waltham Services LLC. These promotions take effect March 1. Rollins Inc. is an international consumer services company based in Atlanta. The Company has furnished with this Form 8-K as Exhibit 99.1 a press release of this announcement.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated February 23, 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 28, 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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Media Contacts: Sarah Robinson
Rollins, Inc
404.888.2917

Rollins Board of Directors Announces Executive Promotions

ATLANTA, February 23, 2011 — The Rollins, Inc. (NYSE: ROL) board of directors has named John Wilson, Gene Iarocci and Bob Wanzer as officers and vice presidents. Additionally, Wanzer has been promoted to chief operating officer for Rollins brands HomeTeam Pest Defense, Orkin PCO Services, Western Pest Defense, The Industrial Fumigant Company and Waltham Services LLC. These promotions take effect March 1. Rollins Inc. is an international consumer services company based in Atlanta.

“John, Gene and Bob bring years of experience and leadership to the company,” said Gary W. Rollins, president and CEO of Rollins, Inc. “We are fortunate to have them assume a greater role in the direction and future of our company.”

Wilson, president of Orkin USA, joined Orkin, a wholly owned subsidiary of Rollins Inc., in 1996. He held various positions of increasing responsibility, including technician, sales inspector, branch manager, region manager, vice president and president of the Southeast Division before being named president of Orkin USA in 2009. Wilson attended the University of Tennessee and completed the Executive Masters in Business Administration program at the University of Virginia.

Iarocci has extensive multi-unit management experience with a number of service and manufacturing industries, including Union Carbide Corporation where he worked for 24 years. He has been with Orkin for eight years, and served as region manager, division vice president and president of Orkin’s Atlantic Division. Iarocci was promoted to vice president of Rollins’ corporate administration in 2010.

Wanzer joined HomeTeam as president in 1998 and became chief operating officer in 2003 and chief executive officer in 2007. Under Wanzer’s direction, HomeTeam grew from \$18 million to more than \$130 million in revenue and became the third largest residential pest management organization in the U.S. Jerry Gahlhoff, currently serving as HomeTeam’s Eastern Division vice president, will succeed Wanzer as HomeTeam president.

About Rollins

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

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