

**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): **June 15, 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 8.01. Other Events.

ATLANTA, GEORGIA, On June 15, 2011: Rollins, Inc., a nationwide consumer services company (NYSE:ROL), released a new white paper to help businesses prepare in advance for a bed bug infestation. The Company hereby incorporates by reference herein the information set forth in its Press Release dated June 15, 2011, a copy of which is attached hereto as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated June 15, 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: June 15, 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**Media Contact:

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New White Paper Helps Businesses Prepare for Bed Bugs
Experts from North America's largest pest control company weigh in on sensitive issue

ATLANTA, June 15, 2011 — A quick online search for “bed bugs” reveals nearly 800 news stories in the past month alone, and Google search volume on bed bugs is up 450 percent in the past six years. With bed bugs continuing to sweep the news, Atlanta-based pest control giant Rollins, Inc. (NYSE: ROL) has released a new white paper to help businesses separate the facts from the hype, and understand how they can prepare in advance for a bed bug infestation.

In “*Bed Bugs: The Issues, Challenges and Facts*” Rollins pest experts Greg Baumann, Ron Harrison and Phillip Pierce explore bed bug hype vs. reality, treatment options and operational considerations for businesses.

“Rollins companies performed more than 8,000 bed bug treatments in the first quarter alone, so we understand how critical it is for businesses to help prepare themselves,” said Greg Baumann, who also serves as one of the company’s technical services directors. “Employee education, customer communication and a proper risk management plan can all significantly impact how your business handles potential bed bug issues.”

The white paper is available for complimentary download at BedBugBusinessPlan.com, where business owners and operators can find additional resources to help protect their businesses before bed bugs strike.

About Rollins, Inc.

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 websites 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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