

**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): **January 26, 2010**

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.

On January 26, 2010, Rollins, Inc., a premier North American consumer services company (NYSE:ROL), issued a press release to announce that it, through its wholly owned subsidiary, Orkin, has expanded its international presence through the establishment of its 14th international franchise in Jamaica.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated January 26, 2010

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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: January 26, 2010

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

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**Media Contacts:**

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Orkin Establishes First Franchise in Jamaica
Pest Control Leader Expands Caribbean Presence

ATLANTA, Jan. 26, 2010 – Rollins, Inc., a nationwide consumer services company (NYSE: ROL), announced today that the Company, through its wholly-owned subsidiary Orkin, has established a new international franchise in Jamaica. This franchise is Orkin’s first in Jamaica and the company’s 14th international franchise worldwide.

“Tropical climates and the related pest pressures create an increased need for quality pest control services,” said Tom Luczynski, Orkin vice president of international development and franchising. “We are pleased to increase our growing international presence and meet the pest control needs of customers in Jamaica.”

The franchise will offer both residential and commercial pest control and termite services to the entire island of Jamaica. Kenneth Benjamin, a prominent Jamaican businessman, is the franchise owner through his company, Guardsman Services Limited.

Franchise employees will travel to Atlanta, Orkin’s U.S. headquarters, for initial training at the Company’s award-winning training center before returning to Jamaica to complete their training.

“We are excited to partner with Orkin and become the first Orkin franchise in Jamaica,” said Benjamin. “The entire island will benefit from the Company’s high-quality pest control services.”

About Rollins, Inc.

Rollins, Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, PCO Services, HomeTeam Pest Defense, Western Pest Services, The Industrial Fumigant Company and Crane Pest Control, 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, Mexico, 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.indfumco.com, www.cranepestcontrol.com and www.rollins.com. You can also find this and other news releases at www.rollins.com by accessing the news releases button.

About Orkin, LLC

Founded in 1901, Atlanta-based Orkin is an industry leader in essential pest control services and protection against termite damage, rodents and insects in the United States, Canada, Mexico, Central America, the Middle East, the Caribbean and Asia. With more than 400 locations, Orkin’s almost 8,000 employees serve approximately 1.7 million customers. The company serves homeowners and numerous industries including food and beverage processing, foodservice, hospitality, healthcare, retail, warehousing, property/ facilities management, schools and institutions. Learn more about Orkin on our Web site at www.orkin.com. Orkin is a wholly-owned subsidiary of Rollins, Inc. (NYSE: ROL).

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2170 Piedmont Road, N.E., Atlanta, Ga. 30324 (404) 888-2000
ANOTHER **ROLLINS** SERVICE