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**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): **March 16, 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 8.01. Other Events.**

On March 16, 2011, 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 new international franchise in Shanghai.

ITEM 9.01. Financial Statements and Exhibits

Exhibit No.	Description
99.1	Press Release Dated March 16, 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: March 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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**Media Contacts:**

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**Orkin Establishes First Franchise in China**  
*Pest Control Leader Opens First Chinese Franchise*

**ATLANTA, March 16, 2011** — 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 Shanghai, China. This franchise is Orkin's first in China.

"The commercial growth that China continues to experience both nationally and through the establishment of operations by numerous foreign companies provides us with a tremendous opportunity to introduce our integrated pest management procedures," said Tom Luczynski, Orkin vice president of international development and franchising. "We are pleased to bring Orkin's quality pest control services to China."

The franchise will concentrate on offering commercial pest control, especially in hotels, office buildings, food processing, restaurants, hospitals and apartments. Qi Hong, Xi Zhang, Yingying Chen and Changyun Wen have formed a partnership and will open the franchise together. Orkin Shanghai will begin operations mid-2011.

Last month, Franchise General Managers Qi Hong and Du Chao traveled to Atlanta, Orkin's U.S. headquarters, for initial training at the company's award-winning training center.

"We are pleased to partner with Orkin and offer pest control solutions to customers in Shanghai," said Qi Hong. "Businesses will benefit from the professional and superior pest control services that Orkin provides to its customers."

**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.

**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, Europe, Central America, the Middle East, the Caribbean, Asia and the Mediterranean. 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. Orkin is proud to be recognized by the National Pest Management Association as a QualityPro and GreenPro-certified company, addressing not only our customer's pest control needs, but also their concern for protecting the environment. Learn more about Orkin at <http://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

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