

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 29, 2004

1-4422  
(Commission File Number.)

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ROLLINS, INC.  
(Exact name of registrant as specified in its charter)

Delaware 51-0068479  
(State or other jurisdiction of (I.R.S. Employer Identification No.)  
incorporation or organization)

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

30324  
(Zip Code)

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

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ITEM 7. Financial Statements and Exhibits.

( c ) Exhibits.

(99.1) The Registrant's Press Release dated January 27, 2004.

ITEM 9. Regulation FD Disclosure.

On January 27, 2004, Rollins, Inc., a premier North American consumer services company (NYSE Ticker Symbol - ROL), announced today that the Board of Directors approved a 20% increase in the Company's quarterly dividend on January 27, 2004. The increased regular quarterly dividend of \$0.06 per share will be payable March 10, 2004 to stockholders of record at the close of business February 10, 2004.

SIGNATURES

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

ROLLINS, INC.

Date: January 29, 2004

By: /s/ Gary W. Rollins

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Gary W. Rollins  
Chief Executive Officer, President  
and Chief Operating Officer

Date: January 29, 2004

By: /s/ Harry J. Cynkus

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Harry J. Cynkus  
Chief Financial Officer and Treasurer

FOR IMMEDIATE RELEASE

ROLLINS, INC. INCREASES DIVIDEND BY 20 PERCENT

ATLANTA, GEORGIA, January 27, 2004: Rollins, Inc., a nationwide consumer services company (NYSE:ROL), announced today that the Board of Directors approved a 20% increase in the Company's quarterly dividend on January 27, 2004. The increased regular quarterly dividend of \$0.06 per share will be payable March 10, 2004 to stockholders of record at the close of business February 10, 2004. The Company's new annual dividend rate is \$0.24.

Rollins, Inc. is one of the nation's largest consumer services companies. Through its wholly-owned subsidiary, Orkin, Inc., the Company provides essential pest control services and protection against termite damage, rodents and insects to approximately 1.6 million customers in the United States, Canada and Mexico from over 400 locations. You can learn more about Orkin by visiting our Web sites at [www.orkin.com](http://www.orkin.com) and [www.rollins.com](http://www.rollins.com).

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