

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): July 28, 2004

1-4422
(Commission File Number.)

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

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

ITEM 7. Financial Statements and Exhibits.

(c) Exhibits.

(99.1) The Registrant's Press Release dated July 28, 2004.

ITEM 9. Regulation FD Disclosure.

On July 28, 2004, Rollins, Inc., a premier North American consumer services company (NYSE Ticker Symbol - ROL), at a meeting of the Board of Directors yesterday, declared a regular quarterly dividend of \$0.06 per share payable September 10, 2004 to stockholders of record at the close of business August 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: July 28, 2004

By: /s/ Gary W. Rollins

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

Date: July 28, 2004

By: /s/ Harry J. Cynkus

Harry J. Cynkus
Chief Financial Officer and Treasurer

FOR IMMEDIATE RELEASE

ROLLINS, INC. DECLARES DIVIDEND

ATLANTA, GEORGIA, July 28, 2004: Rollins, Inc., a nationwide consumer services company (NYSE:ROL), at a meeting of the Board of Directors yesterday, declared a regular quarterly dividend of \$0.06 per share payable September 10, 2004 to stockholders of record at the close of business August 10, 2004.

Rollins, Inc. is one of the nation's largest consumer services companies. Through its wholly-owned subsidiaries, Orkin, Inc. and Western Pest Services, the Company provides essential pest control services and protection against termite damage, rodents and insects to approximately 1.7 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 and www.rollins.com.

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