

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): September 2, 2008

**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 7.01. Regulation FD Disclosure**

On September 2, 2008, the Company issued a press release announcing that it will participate in the *Sidoti & Company, LLC Seventh Annual West Coast Emerging Growth Institutional Investor Forum*, to be held Monday, September 8, 2008, at the Ritz-Carlton Hotel, in San Francisco, CA. The Company has furnished with this Form 8-K as Exhibit 99.1 a press release of this announcement.

Harry Cynkus, Chief Financial Officer and Treasurer will make a presentation on Monday, September 8, 2008 at 2:35 p.m. EDT. The presentation will provide a corporate overview, highlight the services Rollins provides and discuss the most recent published financial results.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated September 2, 2008

**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: September 4, 2008

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

For Immediate Release

**Rollins Inc. to Participate in the *Sidoti & Company, LLC Seventh Annual West Coast Emerging Growth Institutional Investor Forum***

**Atlanta, GA, September 2, 2008** --Rollins, Inc. (NYSE: ROL) announced today that the company will participate in the *Sidoti & Company, LLC Seventh Annual West Coast Emerging Growth Institutional Investor Forum*, to be held Monday, September 8, 2008, at the Ritz-Carlton Hotel, San Francisco, CA.

Harry Cynkus, Chief Financial Officer and Treasurer will make a presentation on Monday, September 8, 2008 at 2:35 p.m. EDT. The presentation will provide a corporate overview, highlight the services Rollins provides and discuss the most recent published financial results. A copy of this presentation will be available on our web site at [www.rollins.com](http://www.rollins.com) on the date of the event.

**About Rollins**

Rollins, Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, Inc., PCO Services, HomeTeam Pest Defense, Western Pest Services, and The Industrial Fumigant Company, 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 and Asia from over 500 locations. You can learn more about our subsidiaries by visiting our Web sites at [www.orkin.com](http://www.orkin.com), [www.pestdefense.com](http://www.pestdefense.com), [www.westernpest.com](http://www.westernpest.com), [www.indfumco.com](http://www.indfumco.com), and [www.rollins.com](http://www.rollins.com). You can also find this and other news releases at [www.rollins.com](http://www.rollins.com) by accessing the news releases button.