

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 14, 2007

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 7.01. Regulation FD Disclosure

On September 14, 2007, the Company issued a press release announcing that it has chosen the The Richards Group as its advertising agency of record. The Company has furnished with this Form 8-K as Exhibit 99.1 a press release of this announcement.

Item 9.01. Financial Statements and Exhibits

Exhibit No.	Description
99.1	Press Release dated September 14, 2007

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 17, 2007

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



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ORKIN CHOOSES THE RICHARDS GROUP AS ADVERTISING AGENCY

ATLANTA and DALLAS (September 14, 2007) – Orkin, Inc., the 106-year-old pest control company, has hired The Richards Group as its advertising agency of record after a national review managed by The Bedford Group. The review included Kirshenbaum Bond in New York and Mullen in Boston. Orkin's incumbent agency is J. Walter Thompson in Atlanta.

"We were impressed by The Richards Group's rich history in branding, creative messaging and culture," said Kevin Smith, chief marketing officer for Orkin, Inc. "We couldn't be more proud to add the agency to the Orkin team, and look forward to a long and successful relationship."

The Richards Group's responsibilities for Orkin will include brand and strategic planning, and creative development. The agency's first assignment is to apply its proprietary Spherical® branding discipline to Orkin.

"Any agency would be honored to work with Orkin," said Pete Lempert, principal for The Richards Group. "The company is a leader in its industry and has the highest quality of employees. Orkin is our kind of people, and we can't wait to get started working on its brand and business."

About Orkin, Inc.

Founded in 1901, Atlanta-based Orkin, Inc. 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 and the Middle East. 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 website at www.orkin.com. Orkin is a wholly owned subsidiary of Rollins, Inc. (NYSE: ROL).

About The Richards Group

The Richards Group, located in Dallas, is the largest independent branding agency in the nation. Agency clients include the standard-setting brands of Advance Auto Parts, Amstel Light, Bridgestone Firestone, Chick-fil-A, Fruit of the Loom, The Home Depot, Motel 6, Skybus, Red Lobster and Zales. Total billings for the agency were \$1.2 billion in 2006. The Richards Group can be found at www.richards.com.

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