

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 17, 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 17, 2007, the Company issued a press release announcing that it will participate in the CL King Best Ideas Conference, to be held Tuesday and Wednesday, September 18-19, 2007, at the Omni Berkshire Place Hotel (52nd and Madison) in New York City. 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 Tuesday, September 18, 2007 at 2:15 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

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release Dated September 17, 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)



For Further Information Contact  
Harry J. Cynkus (404) 888-2922

For Immediate Release

**Rollins Inc. to Participate in the *CL King Best Ideas Conference 2007***

**Atlanta, GA, September 17, 2007** -- Rollins, Inc. (NYSE: ROL) announced today that the company will participate in the *CL King Best Ideas Conference*, to be held Tuesday and Wednesday, September 18-19, 2007, at the Omni Berkshire Place Hotel (52nd and Madison) in New York City.

Harry Cynkus, Chief Financial Officer and Treasurer make a presentation on Tuesday, September 18, 2007 at 2:15 p.m. EDT. The presentation will provide a corporate overview, highlight the services Rollins provides and discuss the most recent published financial results.

**About Rollins**

Rollins, Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, Inc., Western Pest Services, and The Industrial Fumigant Company, 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, Mexico, Central America, and the Middle East from over 400 locations. You can learn more about our subsidiaries by visiting our Web sites at [www.orkin.com](http://www.orkin.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 Rollins News link.

**About CL King & Associates:**

CL King & Associates, Inc. was founded in 1972 by Candace King Weir as an independent research boutique firmly committed to providing value-oriented research and analysis of investment opportunities exclusively for institutional investors. CL King is one of the first woman-owned securities firms in the United States and is a self-clearing registered broker/dealer. The firm makes markets in close to 300 securities, with eight industry analysts. CL King seeks to "Discover the Uncovered" by actively searching for underfollowed, unknown companies; more than 42% of the companies covered by the firm are followed by five or fewer sell-side analysts.