

ROLLINS INC  
Form 8-K  
February 18, 2011

**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): **February 17, 2011**

**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**

## Edgar Filing: ROLLINS INC - Form 8-K

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 February 17, 2011, the Company issued a press release announcing that it will participate in the 2011 Robert T. Baird Business Solutions Conference, to be held February 23-24, 2011 at the Four Seasons Hotel in Boston, Massachusetts. The Company has furnished with this Form 8-K as Exhibit 99.1 a press release of this announcement.

Harry Cynkus, Senior Vice President, Chief Financial Officer and Treasurer will make a presentation on Thursday, February 24 at 8:00 a.m. EST. 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 February 17, 2011 |

**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: February 17, 2011

|        |   |
|--------|---|
| By:    | /s/ Harry J. Cynkus   |
| Name:  | Harry J. Cynkus   |
| Title: | Senior Vice President, Chief Financial Officer and<br>Treasurer<br>(Principal Financial and Accounting Officer) |