

Washington, D.C. 20549

THE SECURITIES EXCHANGE ACT OF 1934

(Exact name of registrant as specified in its charter)

(State or other jurisdiction of incorporation) (Commission File Number) (I.R.S. Employer Identification No.)

(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: **(404) 888-2000**

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- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 8.01. Other Events.

ATLANTA, GEORGIA, On January 28, 2014: Rollins, Inc., a premier global consumer and commercial services company (NYSE:ROL), announced that the Board of Directors approved a 16.7% increase in the Company's quarterly cash dividend. The increased regular quarterly cash dividend of \$0.105 per share will be payable March 10, 2014 to stockholders of record at the close of business February 10, 2014. The Company hereby incorporates by reference herein the information set forth in its Press Release dated January 28, 2014, a copy of which is attached hereto as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release Dated January 28, 2014

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: January

28 By: Harry J.

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Name: Harry J.

Cynkus

Senior Vice

President,

Chief

Title:

Financial

Officer and

Treasurer

(Principal

Financial

and

Accounting

Officer)