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Rollins, Inc. Increases Dividend by 16.7 Percent

ATLANTA, Jan. 25, 2011 /PRNewswire/ -- Rollins, Inc., a nationwide consumer services company (NYSE: ROL), announced that the Board of Directors approved a 16.7% increase in the Company's quarterly dividend. The increased regular quarterly dividend of \$0.07 per share will be payable March 10, 2011 to stockholders of record at the close of business February 10, 2011. This marks the ninth consecutive year the Board has increased its dividend a minimum of 12% or greater.

Rollins, Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, HomeTeam Pest Defense, Western Pest Services, PCO Services, The Industrial Fumigant Company, Waltham Services and Crane Pest Control, 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, Europe, Central America, the Caribbean, the Middle East, Asia and the Mediterranean from over 500 locations. You can learn more about our subsidiaries by visiting our web sites at www.orkin.com, www.pestdefense.com, www.westernpest.com, www.orkincanada.ca, www.indfumco.com, www.walthamservices.com, www.cranepestcontrol.com and www.rollins.com. You can also find this and other news releases at www.rollins.com by accessing the news releases button.

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