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Rollins Inc. Announces Executive Promotion

Crigler Promoted to Vice President, Global Digital Strategy and Integrated Marketing

ATLANTA, Feb. 22, 2011 /PRNewswire/ -- [Rollins Inc.](#), a nationwide consumer services company (NYSE: ROL), announced today the promotion of Rob Crigler to vice president of global digital strategy and integrated marketing. Crigler manages Orkin's paid and organic search, Internet yellow pages, online media, social media and web development as well as traditional print yellow page programs. Crigler also oversees Orkin's international franchises' digital marketing and infrastructure and supports Rollins' other brands, including Western Pest Services, PCO Services, Trutech and Waltham Services Inc. with their interactive strategy and programs. Orkin is a wholly-owned subsidiary of Rollins.

"Rob has forged a strategic platform and developed the infrastructure and tools that help us add incremental customers in addition to making it easy for customers to access our brands and to find information quickly and easily," said Kevin Smith, chief marketing officer, Rollins Inc. "His focus on the consumer experience will further enhance our brand delivery as we continue to provide the best pest control service for our customers."

Crigler joined Rollins in 2006 as the director of interactive marketing and has spent the past five years expanding many digital programs for Rollins and managing the direct response television program for Orkin.

Crigler graduated from the University of Maryland where he received a Bachelor of Science degree in marketing. Crigler, his wife, Amanda, and their son, Chance, reside in Duluth, Ga.

About Rollins Inc.

Rollins Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin, LLC, PCO Services, HomeTeam Pest Defense, Western Pest Services, The Industrial Fumigant Company, Waltham Services Inc. 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, Central America, the Caribbean, the Middle East, Asia, the Mediterranean and Europe 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.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.

Media Contacts: Sarah Robinson

Orkin

404.888.2917

Tiffani Thomas

Jackson Spalding

For Orkin

404.419.9341

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