

THE FUGITIVE 2026

ADDITIONAL COMPETITION-SPECIFIC RULES

These Additional Competition-Specific Rules are intended to operate together with ECR's General Competition Rules published at <https://www.ecr.co.za/general-rules/>. If there is any conflict between the General Rules and these Additional Competition-Specific Rules in relation to The Fugitive 2026, these Additional Competition-Specific Rules will apply to the extent of the conflict.

1. Incorporation and Acceptance

1.1 These Additional Competition-Specific Rules ("**Specific Rules**") govern The Fugitive 2026 Competition ("**Competition**") operated by [East Coast Radio] ("**ECR**").

1.2 These Specific Rules must be read together with ECR's General Competition Rules , which are available on the ECR website on www.ecr.co.za ("the **General Rules**") and any and all other specific terms and conditions, rules and entry instructions relating to the specific Competition). **The Rules shall be binding on you when you enter or compete in the Competition. By entering or competing in the Competition you accept and/or agree to be bound by the Rules and acknowledge that you have read and understood the Rules. You must take time to read the Rules carefully and make sure you understand the Rules before entering or competing in any Competition. You must pay special attention to all text in bold.**

1.3 ECR will publish these Specific Rules on the dedicated Fugitive section of the ECR website when the Competition launches and for the duration of the Competition Period (as defined below). The dedicated Competition page URL will be made available at the start of the Competition Period (as defined below). ECR may also communicate or reference the Rules on-air, digitally, on social media, in print, at activations and through approved partner channels.

1.4 In the event of a conflict between these Specific Rules and the General Rules, these Specific Rules will prevail only to the extent of that conflict in relation to this Competition.

1.5 Capitalised terms used but not defined in these Specific Rules have the meaning given to them in the General Rules.

2. Competition Period

2.1 The Competition is scheduled to run from 27 September 2026 to 16 October 2026 ("**Competition Period**"), unless amended by ECR in accordance with the Rules.

2.2 ECR may extend, shorten, pause, postpone, suspend or otherwise amend the Competition Period (and the Specific Rules, where applicable) where reasonably required for operational, safety, fairness, technical, legal or commercial reasons. Any material amendment will be communicated through official ECR platforms or approved partner channels and/or published on the ECR website.

2.3 Gameplay (as described in clause 4 below) and valid capture attempts (as described in clause 10 below) will only be permitted during active gameplay periods during the Competition Period.

2.4 Active gameplay periods will be announced by ECR from time to time during the course of the Competition Period. ECR may announce, change or suspend active gameplay periods at any time during the Competition Period, including where such change or suspension is reasonably required for operational, safety, fairness, technical, legal or commercial reasons.

3. Eligibility

3.1 Participation in the Competition is open only to natural persons who:

- are eighteen (18) years of age or older at the time of their participation in the Competition;
- are citizens or permanent residents of the Republic of South Africa;
- are in possession of a valid South African identity document; and
- comply with the eligibility requirements as set out in the General Rules and these Specific Rules.

3.2 Minors may not participate in or claim a capture or prize under this Competition, even with the assistance or consent of a parent or legal guardian.

3.3 The following persons are not eligible to participate in the Competition: (i) ECR or any of its directors, partners, members, employees, agents or consultants, or any other person who directly or indirectly controls or is controlled by ECR; (ii) any other promoter of the Competition or any of its directors, partners, members, employees, agents or consultants, or any other person who directly or indirectly controls or is controlled by the promoter; (iii) suppliers of goods or services in connection with the Competition (including marketing services providers); and (iv) for each person listed in (i), (ii), or (iii), their respective spouses, life partners, business partners, immediate family members¹ and household members.

3.4 ECR may require proof of age, identity, residency and any other eligibility requirement before recognising a winner or awarding a prize.

4. Competition and Gameplay Overview

4.1 The Competition is a province-wide, clue-driven and skills-based competition centred on a real adult male individual, appointed by ECR to perform the role of “**The Fugitive**” for the purpose of the Competition.

4.2 As part of the gameplay, participants are required to attempt to locate and successfully capture The Fugitive by interpreting and deciphering clues released through official ECR platforms and approved partner channels, as set out in further detail in clause 8 below.

4.3 The Competition may be conducted through on-air broadcasts, websites, applications, social media platforms, WhatsApp channels, digital advertising, print, live events, sponsor activations and any other promotional activities, channels, or elements determined by ECR, and as communicated by ECR to participants, from time to time.

4.4 Each participant who validly captures The Fugitive in terms of the official capture protocol as set out in the Specific Rules, will be a winner and will be entitled to claim the relevant prize for that capture in accordance with the Specific Rules. There will be multiple captures of The Fugitive, and thus multiple winners and multiple prizes for this Competition.

5. Competition Area

5.1 The physical gameplay area for the Competition is the province of KwaZulu-Natal (“**Competition Area**”), unless otherwise announced by ECR.

5.2 However, ECR may restrict gameplay to specified locations, regions, municipalities, venues or areas within KwaZulu-Natal during the Competition Period.

¹ “Immediate family member” includes parents, children, stepchildren, fostered or adopted children and siblings of either spouse.

5.3 The Fugitive may move freely within the approved Competition Area and may move multiple times during a day.

5.4 You acknowledge that you are responsible for your own transport, travel, connectivity and all other costs incurred in your participation in the Competition, and in any attempts to locate and capture The Fugitive.

6. Competition Phases

6.1 The Competition may include one or more of the following phases or elements:

- Teaser phase;
- Pre-promotion phase;
- Live gameplay phase;
- Bonus activation phases;
- Sponsor activations;
- Final-week activations; and
- Finale events.

6.2 ECR may amend the structure, duration, sequence or format of any phase where reasonably required.

7. The Fugitive

7.1 The Fugitive may, among other things, during active gameplay periods:

- travel or move freely throughout the Competition Area, and may move multiple times during any active gameplay period in a day;
- change appearance, clothing or accessories;
- wear disguises or conceal aspects of his identity;
- participate in planned publicity activities; and/or
- participate in sponsor activations, where applicable.

7.2 The Fugitive will carry official ECR verification materials and/or identification, at all times.

7.3 ECR may replace, rotate or change the person appointed to perform the role of The Fugitive at any stage, provided that this does not unfairly prejudice participants.

7.4 ECR may temporarily remove, relocate or protect the person performing the role of The Fugitive for safety, operational, legal or fairness reasons. The person performing the role of Fugitive may refuse or end an interaction where such person believes that the safety of any person, or The Fugitive itself, may be at risk.

8. Clue Mechanics

8.1 Clues may be released during the Competition Period through any official ECR or approved partner channel, including:

- ECR on-air programming;
- the ECR website and Competition microsites;
- official ECR social media channels;
- WhatsApp channels;
- the ECR app and push notifications;
- digital advertising;

- print media;
- live broadcasts and video content;
- event and sponsor activations; and/or
- other partner channels approved by ECR.

8.2 Clues may include spoken, written, visual, audio, video, map, GPS, landmark, puzzle, behavioural, historical, cryptic or real-time information.

8.3 ECR may release clues at any time during active gameplay periods and does not guarantee or warrant equal or simultaneous access to every clue on every platform.

8.4 ECR may issue bonus clues, flash clues, sponsor clues or partial clues, as well as decoys, red herrings or gameplay decoy information relating to The Fugitive's location designed to increase the challenge of the Competition and as part of the gameplay experience, provided that any such clues or information remain consistent with the intended nature of the Competition, the Rules and any applicable laws.

9. Official Winning Phrase

9.1 The official winning phrase ("**Winning Phrase**") is: "**Are you the East Coast Radio Fugitive?**". ECR may repeat or publish the Winning Phrase through official ECR platforms or approved partner channels during the Competition Period.

9.2 Any eligible participant must use the Winning Phrase exactly as announced for a capture of The Fugitive to be valid. A phrase that is different may be rejected by The Fugitive and/or ECR (as determined by ECR in its sole discretion).

10. Official Capture Protocol

10.1 A capture of The Fugitive will only be valid if all Competition requirements, as set out in the Rules, have been satisfied.

10.2 To successfully capture The Fugitive, an eligible participant must:

- physically (in-person) locate The Fugitive;
- approach The Fugitive safely and lawfully;
- deliver the Winning Phrase to The Fugitive exactly as required;
- do so during an active gameplay period;
- be the first eligible participant to complete the capture of The Fugitive during any active gameplay period;
- receive acknowledgement from The Fugitive or an authorised ECR official that the participant has successfully captured The Fugitive; and
- complete all verification requirements and provide all information reasonably required by ECR.

10.3 A capture of The Fugitive is a verbal interaction only. Any physical contact with The Fugitive is not required for the Competition and is not permitted.

10.4 Participants may not use force, restraint, intimidation, threatening conduct, harassment or any form of physical interference in attempting to effect a capture of The Fugitive. **Any physical contact may constitute assault and will result in immediate disqualification and may be reported to authorities. The participant hereby waives any and all claims against The Fugitive, ECR and any other Relevant Person for reasonable defensive actions in response to any such conduct, to the greatest extent permitted by law.**

10.5 Shouting or delivering the Winning Phrase from inside a moving vehicle does not constitute a valid capture of The Fugitive. A valid capture may only occur when The Fugitive is safely and lawfully accessible.

10.6 ECR will determine, acting reasonably and having regard to available evidence, whether a capture meets the requirements of the official capture protocol, as set out in this clause, subject to applicable law and the Competition's verification process.

11. Capture Locations and Safety

11.1 A valid capture of The Fugitive may only occur in places that are publicly accessible and where participation can take place safely and lawfully, including public streets and walkways, beaches, parks, public event spaces, shopping centres, public attractions and sponsor activation venues, subject at all times to venue rules, ECR instructions and instructions from venue management, security personnel, emergency services or law enforcement.

11.2 ECR will not intentionally place The Fugitive in, or require any participant or member of the public to enter, an unsafe, unlawful or unreasonably hazardous location for the purposes of the Competition.

11.3 Any capture of The Fugitive will be invalid if attempted outside of an active gameplay period or while The Fugitive is in a private, restricted or safety-sensitive area, including:

- a private residence or hotel room;
- a staff-only, backstage or security-controlled area;
- a restricted facility;
- a hospital or medical facility;
- a police station, court building or correctional facility;
- an active construction area;
- a school, childcare facility or educational institution during operational hours;
- an emergency services facility;
- any other location declared out of bounds by ECR or any lawful authority.

11.4 ECR may declare a venue or location out of bounds at any time. ECR may declare additional locations or areas out of bounds at any time for safety, legal, venue, operational or fairness reasons.

11.5 ECR does not guarantee access to any venue, location or private property.

11.6 A participant removed from a venue, location or private property by any lawful authority will not have a claim against ECR arising solely from that removal.

12. Vehicle and General Conduct Rules

12.1 The Fugitive and participants may travel by vehicle, but all participants must obey all applicable laws, road rules, venue rules, security requirements and lawful instructions.

12.2 Participants may not speed, drive recklessly, follow a vehicle dangerously, block or interfere with vehicle movement, trespass, damage property, enter restricted areas, harass or intimidate any person, create a public disturbance, interfere with Competition operations, create unsafe conditions or engage in unlawful conduct.

12.3 Any attempted capture of The Fugitive may not take place while either party, a participant and/or The Fugitive, is inside or on a moving vehicle.

12.4 Participation remains subject to all lawful instructions issued by venue management, security personnel, emergency services, law enforcement and authorised ECR Competition personnel.

12.5 ECR is not liable for any road traffic incident or accident arising from participant conduct, to the greatest extent permitted by applicable law.

13. Digital and Social Participation

13.1 ECR may introduce digital participation opportunities, including clue interactions, online or social challenges, QR-code activations, WhatsApp participation, interactive maps, check-ins, digital scavenger hunts, user-generated content, sponsor activations and bonus prize opportunities.

13.2 Digital participation does not constitute a valid physical capture unless ECR expressly announces a separate digital winning mechanic and publishes the applicable rules for that mechanic.

13.3 ECR may award bonus clues, additional entries, spot prizes, digital-only prizes, sponsor prizes or other gameplay benefits through digital activities.

13.4 ECR may remove content, suspend a digital mechanic or amend digital participation requirements where reasonably required for technical, security, fairness, legal or operational reasons.

13.5 Participants who submit content through social or digital channels warrant that they own the content or have obtained all necessary permissions and consents to submit it.

14. Technology Restrictions and Automated Participation

14.1 The Competition is intended for genuine human participation. Participants may not use technology to unfairly track, identify or automate participation in the Competition, including:

- drones;
- facial-recognition technology;
- artificial intelligence (AI)-powered identification tools or agents;
- automated tracking systems or bots;
- tracking devices or surveillance equipment;
- signal interception devices;
- unauthorised monitoring software; or
- scripted or autonomous processes used to collect clues, identify locations or gain an unfair advantage.

14.2 **ECR may investigate suspected prohibited technology use and may disqualify a participant where ECR reasonably determines that these restrictions have been breached.** In determining whether prohibited technology has been used, ECR may have regard to any information reasonably available to it and may request information from a participant that is reasonably required for purposes of investigating suspected non-compliance with this clause.

15. Fair Play, False Information and Competition Integrity

15.1 Participants may not obtain, solicit, purchase or use non-public insider information from any ECR personnel, contractors, service providers, agencies sponsors, The Fugitive, production personnel, security personnel or any other person with privileged Competition information.

15.2 Participants may not collude with any ineligible or Competition-connected person to gain an unfair advantage.

15.3 Participants may not impersonate The Fugitive, create or distribute fake clues, fake capture claims, false winner announcements or fraudulent Competition information.

15.4 ECR may invalidate any clue, participation, capture, prize claim or result where ECR reasonably believes that Competition integrity, fairness or safety has been compromised, fraud or manipulation has occurred, the Rules have been breached, or the intended spirit of the Competition has been materially undermined.

16. Group Participation and Multiple Claimants

16.1 Participants may act individually or informally cooperate with other participants; however, unless ECR expressly states otherwise, each valid capture results in only one official winning claim.

16.2 Where multiple persons are involved in or claim the same capture of The Fugitive, ECR may, in its sole discretion, review available evidence and determine the valid winner, require the group to nominate one eligible representative as the valid winner, divide a prize between all such persons where permissible and/or possible and/or conduct a tie-break process or adopt another fair resolution mechanism.

16.3 Mere presence at a capture attempt does not create an entitlement to a prize.

17. Prizes and Bounty Mechanics

17.1 The total Competition bounty is R400,000. Eligible participants may win their share of the R400,000 bounty in accordance with the prize and bounty mechanics announced by ECR during the Competition Period before the relevant prize or bounty share becomes available to be won. The structure may include daily bounties, capture bounties, escalating jackpots, sponsor bounties, bonus rewards, instant rewards, milestone rewards or finale rewards.

17.2 The R400,000 total bounty amount represents the total bounty pool available for all winners across the Competition and is not necessarily payable to a single winner as a single prize. The value of each individual prize or bounty, together with any material terms and conditions applicable to them, will be published or announced by ECR before the relevant prize or bounty may be won.

17.3 Prize values or bounty structures may increase, decrease or reset during the Competition where this forms part of the announced mechanic or otherwise where ECR reasonably amends the Competition in accordance with the Rules.

17.4 All prizes remain subject to the winner verification, claim, collection, substitution and other prize provisions in the Rules. In particular, winners may be required to provide proof of identity and eligibility, prizes must be claimed within the period and manner stipulated in the relevant winner notice (or if none then by the General Rules), and additional prize-provider terms may apply.

17.5 Any cash prize or cash bounty will be paid or transferred into a South African bank account only after successful winner verification and completion of ECR's required administrative process. ECR will communicate the payment or collection process directly to the verified winner.

18. Verification and Winner Determination

18.1 Every capture and prize claim is subject to verification by ECR. The Fugitive does not determine the official winner.

18.2 Verification may be conducted by ECR-appointed producers and authorised Competition officials using available evidence, which may include producer reports, reports from The Fugitive, video or audio recordings, GPS or digital records, witness statements, production logs, broadcast records and security reports.

18.3 ECR may request proof of identity, eligibility, the circumstances of the capture and compliance with the Rules before confirming a winner.

18.4 Subject to applicable law, ECR's final determination on gameplay, captures, eligibility, verification and prize claims will be binding.

19. Filming, Recording, Publicity and User Content

19.1 The Competition may be photographed, filmed, audio-recorded, livestreamed, broadcast or otherwise documented by ECR and its authorised representatives.

19.2 Participants acknowledge that Competition-related activities may take place in public and may be captured incidentally in ECR editorial or Competition coverage.

19.2 The use of a winner's name, image, likeness, Personal Information or submitted content for promotional purposes is subject to the General Rules and applicable law.

19.4 Content voluntarily submitted by participants may be used for Competition administration, verification, editorial coverage or promotional purposes to the extent permitted by the General Rules, the participant's consent (where required) and applicable law.

20. Personal Information, Location Data and POPIA

20.1 Participation may require ECR and/or authorised service providers to collect and process Personal Information, which may include identity and contact details, Competition entries, submitted content, check-ins and, where voluntarily provided or technically required for a stated Competition feature, location or GPS information.

20.2 Personal Information will be processed for legitimate Competition-related purposes, including administration, eligibility and winner verification, communication, fraud prevention, safety, research and analysis, and other purposes permitted by the General Rules and applicable law.

20.3 ECR will process Personal Information in accordance with POPIA, its General Rules and applicable privacy requirements.

20.4 Where a third-party platform or service is used, that platform's own terms and privacy practices may also apply. ECR is not responsible for failures of third-party platforms beyond ECR's reasonable control to the extent permitted by applicable law.

21. Sponsors and Commercial Partners

21.1 The Competition may be presented with sponsors, promotional partners and commercial stakeholders.

21.2 Sponsors or partners may provide prizes, activations, bonus clues, experiences, rewards or other promotional opportunities, and certain mechanics may be linked to sponsor locations or activities.

21.3 Sponsor-specific prize or participation terms may apply and will be communicated where relevant.

22. Safety Override and Emergency Events

22.1 Safety takes precedence over gameplay at all times.

22.2 ECR may pause, postpone, relocate, amend, suspend or terminate any Competition activity, clue or mechanic where reasonably required due to severe weather, natural disaster, security threat, civil unrest, public-safety concern, disease outbreak, emergency-services incident, technical or broadcast failure, government directive, venue restriction or any event beyond ECR's reasonable control.

22.3 ECR may relocate The Fugitive, cancel a clue, modify gameplay, declare areas out of bounds or direct participants to cease an activity where required for safety or lawful operation.

22.4 No participant will be entitled to compensation or have any claim against ECR merely because ECR exercises any safety or emergency power in good faith and/or in accordance with applicable law.

23. Liability and Indemnity

23.1 Participation is voluntary and participants are responsible for taking reasonable care for their own safety, property, travel, conduct and compliance with the law.

23.2 Participants hereby expressly acknowledge and agree to the provisions relating to liability and the indemnities in the General Rules, including without limitation clause 16.

23.3 Nothing in these Specific Rules excludes or limits any right or remedy that cannot lawfully be excluded or limited under the Consumer Protection Act 68 of 2008, POPIA or any other applicable law.

24. Competition Personnel

24.1 ECR may appoint producers, marshals, security personnel, spotters, observers, auditors, contractors and other authorised representatives to administer the Competition ("**authorised Competition personnel**").

24.2 Authorised Competition personnel may monitor gameplay, verify captures, collect evidence, enforce the Rules and implement reasonable safety measures.

24.3 Participants must comply with lawful instructions issued by authorised Competition personnel.

25. Final Authority

25.1 ECR may reasonably interpret and administer these Specific Rules, and may amend them in accordance with the rules.

25.2 Subject to applicable law, all final decisions by ECR relating to gameplay, captures, eligibility, prizes, disputes, verification and Competition administration are final and binding.

26. Contact

26.1 Queries regarding the Competition may be directed to ECR through the contact channels published on ecr.co.za.

Schedule A – Summary of Key Competition Details

Schedule A forms part of these Specific Rules and must be read together with them. To the extent that there is any inconsistency, ambiguity or conflict between Schedule A and the body of these Specific Rules, the provisions of the body of these Specific Rules shall prevail.

Item	Competition Detail
Competition name	The Fugitive 2026
Organiser	East Coast Radio
Competition Period	28 September 2026 to 16 October 2026
Active Gameplay hours	As announced, from time to time, by ECR during the Competition Period
Competition Area	KwaZulu-Natal, subject to ECR-designated areas and restrictions
Minimum participant age	18 years of age
Residency / ID requirement	South African citizen or permanent resident with a valid South African identity document
Winning Phrase	Are you the East Coast Radio Fugitive?
Principal prize / bounty	Total bounty for all winners of R400,000, with eligible participants able to win their share in accordance with announced prize mechanics
[Official Rules page]	[https://www.ecr.co.za/general-rules/]
Competition page	Dedicated Fugitive competition page URL to be published on 27 September 2026