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NEWS RELEASE

**ZOOMAWAY TRAVEL LAUNCHES WHITE LABEL RESERVATION SOLUTION
FOR POPPY HILLS IN PEBBLE BEACH, CALIFORNIA**

Poppy Hills customers can now book lodging and golf tee times at the same time ,resulting in customer savings and convenience

VANCOUVER, BC – October 17, 2016 – ZoomAway Travel Inc. (TSX VENTURE: ZMA) (the “Company”) www.zoomawaytravelinc.com, announced today that its wholly owned Nevada subsidiary, ZoomAway, Inc. (“ZoomAway”) has launched the companies “White Label” technology booking solution for Poppy Hills in Pebble Beach, California.

Poppy Hills, on the Monterey Peninsula, has partnered with ZoomAway, Inc., to offer Northern California Golf Association members and guests the ability to book stay and play packages online.

ZoomAway, Inc’s., scalable “White Label” Technology Platform is embedded in the Poppy Hills website, www.poppyhillsgolf.com, and will allow customers to make lodging reservations and book tee times in one simple transaction, resulting in a single itinerary and cost savings and convenience.

“The Poppy Hills brand, course and facilities represent one of the Monterey Peninsula’s premiere golf experiences. Our partnership and placement of the ZoomAway, Inc. “White Label” Technology Platform will allow their customers to package their hotel rooms and tee times in one convenient online location. Resulting in increases in bookings and greater customer loyalty,” said Dan Morgan, President and COO of ZoomAway, Inc.

“Our partnership with ZoomAway, Inc. will truly enhance not only our customers’ ability to make tee times at Poppy Hills, but it will also allow them to book their lodging as well. Most importantly it will give us a spectacular tool to directly market stay and play offers to the members of the Northern California Golf Association,” said Cole Handley, Head Golf Professional at Poppy Hills. . “The ZoomAway, Inc. “White Label” platform allows our customers to customize a Poppy Hills vacation in one simple transaction.”

The Company also wishes to amend its news release dated October 3, 2016, which incorrectly stated the number of finder’s warrants issued in connection with the Company’s financing completed on September 30, 2016. Pursuant to the financing, the Company issued 1,878,666 finder’s warrants, each exercisable at \$0.13 per share until September 30, 2021.

About ZoomAway, Inc.

ZoomAway, Inc., a wholly owned subsidiary of ZoomAway Travel Inc. (TSX VENTURE: ZMA), provides leading hotels, golf resorts, ski resorts and activity providers with a seamless, scalable and fully integrated Technology Platform that allows for the discounted packaging of Lodging, Ski, Golf, Activities, Attractions, seamlessly integrates into client website, providing their customers with a real time one stop shop for all of their travel and recreation needs. Additional information about ZoomAway, Inc. can be found at www.zoomawaytravelinc.com.

About Poppy Hills

Poppy Hills is the first golf course owned and operated by the Northern California Golf Association and was opened in June of 1986. The Robert Trent Jones Jr. design co-hosted the AT&T Pebble Beach National Pro-Am from 1991 through 2009, as well as the Spalding Pebble Beach Invitational and the 1991 NCAA Men's Championship. Poppy Hills underwent an extensive renovation beginning in March of 2013 centered on water conservation. Jones reinvented the course architecturally, restoring each hole to its natural elevation along the forest floor, softening doglegs and contours, rebuilding all 18 greens with bentgrass, eliminating rough and introducing native waste areas that reduced irrigated turf by nearly 25%. The new Poppy Hills reopened in April of 2014. For more information about Poppy Hills, please visit www.poppyhillsgolf.com.

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