

Nintendo to discontinue Club Nintendo rewards program

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Nintendo is discontinuing its Club Nintendo rewards program and will replace it in the U.S. with a new customer loyalty program at a later date.

Members of Club Nintendo earned "coins" by registering products or completing surveys. They could exchange those coins for downloadable games, posters or character figures.

Japan's Nintendo Co. said Tuesday that Club Nintendo members in the U.S. and Canada can earn additional coins through March's end and redeem them through June's end. New rewards and downloadable games are being added to the program to help members use up their balances.

The ability to make a new Club Nintendo account will end on March 31.

Nintendo's video gaming products include Wii U, Wii, Nintendo 3DS and Nintendo DS.

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