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## Alliance Entertainment Revives 'Movies Unlimited' for Collectors

### Description

Alliance Entertainment has restarted "Movies Unlimited" in Plantation, Florida. This platform sells classic movies and TV shows on DVD and Blu-ray.

The company wants to grow its profits. They plan to attract collectors who buy rare movies. These collectors often spend more money. The new site will have special editions and options for preorders.

The website will help buyers spend more money on average. It will also encourage them to buy again. Alliance aims to make shopping easier and more fun. The site will suggest movies based on what customers like.

It includes features to help users find movies they want. There will be personalised suggestions. The site will learn from what shoppers look at and buy.

Jeff Walker, CEO of Alliance Entertainment, said this is good news for collectors. They will have more options and a better way to grow their movie collections.

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### Vocabulary List:

1. **platform** //ˈplæt.fɔrm// (noun): a website or service for selling or sharing
2. **profits** //ˈprɒ.fɪts// (noun): money a company makes after costs
3. **attract** //əˈtrækt// (verb): to make people want to come or buy
4. **collectors** //kəˈlekt.təz// (noun): people who buy items because they value them
5. **preorders** //priˈɔr.dəz// (noun): orders placed before a product is available
6. **personalised** //ˈpɜː.sə.nə.laɪzd// (adjective): made to match one person's tastes or needs

### Comprehension Questions

#### Multiple Choice

1. Where has Alliance Entertainment restarted its 'Movies Unlimited' platform?

Option: Plantation, Florida

Option: Miami, Florida



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Option: Orlando, Florida

Option: Tampa, Florida

2. What does Alliance Entertainment primarily sell?

Option: Video games

Option: Classic movies and TV shows

Option: Streaming services

Option: Concert tickets

3. What type of movies does Alliance Entertainment want to attract collectors for?

Option: Popular movies

Option: Rare movies

Option: New releases

Option: Documentaries

4. What will the new site offer besides standard movies?

Option: Free streaming

Option: Special editions and options for preorders

Option: Merchandise

Option: Online gaming

5. Who is the CEO of Alliance Entertainment?

Option: Jeff Bezos

Option: Elon Musk

Option: Jeff Walker

Option: Bill Gates

6. What feature will the site include to enhance user experience?

Option: Daily deals

Option: Personalized suggestions

Option: Live chat support

Option: User reviews

### True-False

7. The 'Movies Unlimited' platform only sells new movies.

8. The company aims to attract collectors who buy rare movies.



9. The new site will not have options for preorders.
10. Alliance Entertainment wants to make shopping easier and more fun.
11. The website will not provide personalized suggestions for users.
12. Collectors will have more options to grow their movie collections.

### Gap-Fill

13. Alliance Entertainment has restarted 'Movies Unlimited' in \_\_\_\_\_ Florida.
14. The platform sells classic movies and TV shows on DVD and \_\_\_\_\_
15. The new site will help buyers spend more money on \_\_\_\_\_
16. The site will suggest movies based on what \_\_\_\_\_ like.
17. Jeff Walker, CEO of Alliance Entertainment, said this is good news for \_\_\_\_\_
18. The site will learn from what shoppers look at and \_\_\_\_\_

### Answer

**Multiple Choice:** 1. Plantation, Florida 2. Classic movies and TV shows 3. Rare movies 4. Special editions and options for preorders 5. Jeff Walker 6. Personalized suggestions

**True-False:** 7. False 8. True 9. False 10. True 11. False 12. True

**Gap-Fill:** 13. Plantation 14. Blu-ray 15. average 16. customers 17. collectors 18. buy

### CATEGORY

1. Entertainment - LEVEL1

### POST TAG

1. collectors
2. entertainment
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## Date Created

2026/05/01

## Author

aimeeyoung99

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